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ZURICH, MONDAY, OCTOBER 1, 1984

ESTABLISHED 1887

Marcos in Trouble, Insurgents Gaining, U.S. Analysts Say

New York Times Service WASHINGTON - Reagan ad- Marcos relinquished power. ministration and Senate staff ana-

political trouble and may not sur-

clusion that the Marcos era is in its To the Senate staff analysts, the widespread view in the Philippines cling to the reins of government by

reduced chance for the restoration of democracy in the country. Carl W. Ford and Frederick Z. Brown, who wrote the analysis based on two recent visits to the Philippines over a 19-day period, did not find the Marcos regime "to be in physical jeopardy in the short term, one or two years." But they said they had found the political, economic and security problems facing the nation to be "fundamen-

State Department and Pentagon officials who monitor developments in Asia were said to share this general assessment and particularly the judgment of the growing power of the Communist-led insur-

In reaction to alarming reports this summer from the U.S. Embassy in Manila, administration officials said, the State Department in August organized a special interdepartmental group on the Philippines that has been meeting at least once a week since then.

This group was said to have prepared a 60-page paper similar in analysis to the Senate report but going beyond that report in making ndations for urgent action by the U.S. government, including creased economic and military aid. The officials would not provide

The same officials said that there southern Surgao del Sur provis was increasing sentiment among the military said Sunday.

administration experts that the Philippines would be better off if

At the same time, the expert view lysts have concluded that the Phil- within the administration remains ippine government of President that the United States should do Ferdinand E. Marcos is in serious nothing to precipitate Marcos's removal, they said.

The Senate report described the The analysts have also found leadership in the Philippines as that Communist rebel forces are "virtually bankrupt in terms of growing in strength throughout the public confidence," and said Filipi-According to a Senate staff report made public Saturday, "many cope effectively with the Commu-Filipinos" see it as "a foregone con-nist threat."

The report also made the follow-

ing points:

"Most disturbing is the fact widespread view in the Philippines that the insurgency—the rationale is that "if Marcos and his group for imposing martial law 14 years ago - is stronger today than ever force of arms, there will be a vastly

• The assassination last year of Benigno S. Aquino Jr., the opposi-tion leader, was "a potent blow to the Marcos regime's credibility" and "changed the political scene

• The insurgent front, "which is heavily influenced by the Communist Party," also contains non-Communists, and the "moderate oppositionists who hope to stay within the democratic system are

increasingly caught in the middle." • "There is widespread resentment of corruption, cronyism and economic inequality."

Based on their interviews, the Senate staff analysis concluded that the insurgents, barring a total collapse of the Marcos government, did "not appear ready to mount a sustained nationwide of-fensive." They estimated the insurgents' armed strength at 12,500 "countrywide and growing."

The Senate report said that there was still a strong feeling among Filipinos that democracy could and should be made to work.

■ 16 Killed in Gunbattle

Sixteen people, including a constabulary company commander, were killed Friday in a 30-minute gunbattle between government

Europeans Pledge Aid For Central America

em European nations have pledged to increase their political commit-The United States is reportedly

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classified,

urging its allies to reject the Contadora treaty. Page 2.

Central America, ignoring a U.S. suggestion that Nicaragua be ex-

The 10 foreign ministers of the European Community, joined by Spain and Portugal, made the promises of greater involvement Saturday at the conclusion of a two-day conference here with their



Miguel d'Escoto Brockmann

By Edward Cody
Washington Post Service
SAN JOSE, Costa Rica — West
Manual American counterparts, including Mignel d'Escoto Brockmann of Nicaragua.

A communiqué said: "With this conference, the participating counment and economic support for tries inaugurated a new structure for political and economic dialogue between Europe and Central America, convinced that this dialogue, and increased practical cooperation that it will generate, will reinforce the efforts of Central American countries to put an end to violence and instability."
Sir Geoffrey Howe, the British

foreign secretary, said the gathering was envisaged from the begin-ning as a region-to-region effort. This meant that it was out of the

question to exclude Nicaragua.

tween allied governments.
France's foreign minister. Claude Cheysson, said that the ministers never considered leaving Nicaragua out of its decisions or excluding it from aid increases. Mr. Cheysson suggested that President Ronald Reagan had no role to play in these considerations.

"Where does Mr. Reagan come in here?" he said. "As far as I know, he is not a member of the European Community. As far as I know he does not belong to a Central American country, and he definitely has nothing to do with Contadora." The so-called Contadora group includes Mexico, Venezuela, Co-

(Continued on Page 2, Col. 5)

North Korea Delivers Aid to South Acceptance of Goods Signals Hope for a Dialogue By John Burgess Washington Past Service Washington Past Service
SEOUL — About 725 North Korean trucks vessels, however, was reported grounded in North Korean waters Saturday and unable to make the

South Korean workers remove rice bags from North Korean trucks near Pannumjom

rolled into South Korean territory Saturday, making a historic delivery of rice, cloth and medicine to the South Korean Red Cross. It was the first time since before the Korean War

began in 1950 that goods moved freely across the demarcation line that separates the two hostile The aid is destined to relieve victims of the

floods that struck South Korea this mouth. The South says it does not need the aid, however, and has accepted it to foster dialogue with the North.

The exchange marked the first contacts between

the North and South Korean Red Cross societies since 1977. Their two governments have no relations, but the exchange could not have taken place ilhout governmental sanction.

The possibility that meetings might continue after the delivery was raised Saturday when the chief delegate of the South Korean Red Cross, Cho Shul Ha, invited his counterpart from the North, Back Nam Jun, to Seoul to meet the president of the South's Red Cross.

Escorted by South Korean police cars, the trucks moved in groups of 15 or 20 along two miles (3.2 kilometers) of South Korean roads to six unload-

Altogether, 830 North Koreans entered southern territory at the exchange point, near the truce village of Pannunjom. Their delegation leaders sipped soft drinks, gave interviews and smiled at their counterparts from the South.

A similar number of trucks was scheduled to make a second delivery Sunday near Pannunjom. [Another part of the North Korean relief effort, four ships carrying cement, were led Sunday into the South Korean port of Inchon and began to

Pyongyang has promised to send about 90,000 tons of cement and four more ships were awaited at Pukpyong on the east coast. One of the Inchon

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The deliveries followed two weeks of discussions between North and South. They initially dead-locked after the South refused the North's condition that the trucks go directly to Seoul, 25 miles inside South Korea. The North later agreed to

drop the goods near Pannunjom.

The chief Rec. And (Pannunjom.

The chief Rec. And (Pannunjom.)

The ch sects the 2.5-mile-wide Demilitarized Zone, crosses

Later, they met in a building just on the South Korean side, "How long met?" asked Mr. Baek,

"About 12 years," replied Mr. Cho, referring to a negotiating session between the two Red Cross societies in 1972. Those discussions, aimed at opening humanitarian contacts such as mail service and reunification of families, continued for five years before ending in failure.

The two men then went to the unloading stations at Freedom Village, a community of 235 people on the South Korean side.

The North Korean truck drivers, in blue worksuits, sat silently in the cabs as South Korean laborers lifted the 120-pound (50-kilogram) bags of rice onto conveyor belts and stacked them in the

South Korean Red Cross officials said the rice would be distributed to flood victims and the medicine used at 13 hospitals. No decision had been made on using the cement, they said, as the South had never before received it as a relief

uestion to exclude Nicaragua. Sir Geoffrey added that U.S. Basque, Said to Be a Leader of ETA. made in a letter to European ministers from Secretary of State George P. Shultz, were nothing more than normal expressions of views beTowern allied nonnecessaria. Held by France After Hiding 3 Years Renders

police have arrested a suspected leader of the Spanish Basque separatist organization ETA, who has been in hiding for three years.

Police said that Tomas Linaza

The Spanish news agency, quoting official French sources, said another man and a woman were arrested by Biarritz police with Mr. Linaza.

The Spanish news agency, quoting official French sources, said another man and a woman were arrested by Biarritz police with Mr. Linaza. BIARRITZ, France — French peared shortly afterward.

killings, was carrying a 9mm pistol when he was arrested Saturday. He had been detained for a vehicle check in Biarritz in the French Basque region. He is to appear in court in Bayonne on Monday. A French court granted a Spanish extradition request against him in 1981, but the French govern-

gueux, in central France. He disap- considering those who took shelter

guage. They are to face murder charges there. The move set off anti-French violence in the Spanish

In Madrid, the official news a 1981 confinement order. agency EFE quoted Interior Ministry sources as saying Spain would in connection with the murder of a renew a 1983 request for the extra-municipal official, a bomb attack dition of Mr. Linaza.

to an assigned residence at Peri- sure to return Basque separatists, guerrillas were killed.

The news agency said Mr. Linaza would be charged with illegal posession of arms and violation of

Mr. Linaza is wanted by Madrid runnicipal official, a bomb attack they are giving funds to supply on a nuclear power station and an arms to kill Irish people." in 1981, but the French government decided instead to move him

on a nuclear yours status and two links Navy corment decided instead to move him

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on a nuclear yours status and two links Navy corment decided instead to move him

France had resisted Spanish prescription.

Reagan Vows 'Fair Deal' If Russians Seek Peace

By Don Oberdorfer Washington Post Service
WASHINGTON — President Ronald Reagan has promised the Soviet Union "a fair deal" if it seeks negotiations and peace.

Mr. Reagan's statement came Saturday in his weekly paid radio address while Foreign Minister Andrei A. Gromyko was conferring with Secretary of State George P. Shultz, ending his meetings with U.S. officials.

Afterward, Mr. Gromyko avoid-ed comment and left for Moscow. Mr. Shultz said that their "substantive discussion" had produced agreement to keep in touch "no casually but carefully through dip-

Tass, in a generally positive re-port on Saturday's session, said the two sides had agreed that their rep-resentatives would meet in the future to discuss regional and other issues as needed.

There was no assertion by White House or State Department officials that Mr. Gromyko's visit Friday with Mr. Reagan or his meet-ings Wednesday and Saturday with Mr. Shultz had brought a break-through in the issues that were dis-

Officials said they did not antici-pate early word from Moscow about resuming the suspended nuclear-arms-control negotiations or beginning talks on weapons in

space. Mr. Reagan, in his radio address, said he and Mr. Gromyko "didn'i seek to gloss over the hard issues that divide our two countries." He added, "I made plain to Mr. Gro-myko what it is about Soviet behavior that worries us and our allies." The president went on to describe his first discussions with a senior Soviet leader as "useful

He said, "I made it clear that we Americans have no hostile intentions toward his country and that we're not seeking military superiority toward the U.S.S.R.," as Mr. Gromyko had said Thursday in his address to the United Nations.

"I told him, 'If your government wants peace, then there will be peace, Mr. Reagan said. The president concluded by say-

ing that the Russian diplomats



Andrei Gromyko and his wife, Lydia, boarding his special Aeroflot plane at Andrews Air Force Base, Maryland.

Reagan-Gromyko Talks: Little More Than Contact

By Don Oberdorfer WASHINGTON - The meeting between President Ronald Rea-

gan and the Soviet foreign minister, Andrei A. Gromyko, seems to have left U.S.-Soviet relations just about NEWS ANALYSIS

where they were before Mr. Gromyko came: mired in conflict and The statements by both sides af-ter the three-and-a-half-hour visit,

and especially the blunt and combative statement issued Friday by Mr. Gromyko, suggested that Mr. Reagan's first business session with a top-ranking Soviet official had done nothing to narrow the gulf between the two superpowers.

The main diplomatic benefit of

the meeting was to make contact at the top level after 44 months of the Reagan administration, and to permit the president and a member of the Soviet Politburo the chance to size each other up. This could turn out to be helpful

(Continued on Page 2, Col. 2) or harmful, depending on the im-

pressions left on the two men and the attitudes they engender here and in the Kremlin. But it would have been unrealistic to expect the meeting to bring a breakthrough.

Mr. Reagan's new posture toward the Russians may have benefited him politically, if only be-cause he showed the U.S. public that he was trying to solve the dangerous impasse between Washington and Moscow.

Mr. Gromyko's statement, how ever, deflated administration ef-forts to depict the meeting as a serious step toward peace. It seemed to have been written and released with the U.S. political situation in mind.

In view of the potential political benefit to Mr. Reagan, who has provoked extreme antipathy in the Kremlin, the surprising thing to many was that Mr. Gromyko decided to meet him in the first place.

Mr. Gromyko, in a discussion Thursday with Walter F. Mondale, the Democratic presidential nominee, said he had been invited to the

White House many times by U.S. (Continued on Page 2, Col. 2)

Irish Navy Seizes Trawler and Arms Authorities Say Were Paid for in U.S.

DUBLIN - The Irish Navy has seized a trawler off the Irish coast that the authorities say was carrying more than seven tons of weapons paid for by Americans and bound for the Irish Republican

Police called it the largest such confiscation of arms in more than a

Five men aboard the 50-foot (15meter) trawler were arrested Saturday. Police said two of the men were "well-known IRA men" and identified another as the trawler's owner, Michael Brown. [Reuters reported that one of

those arrested on board was Joe Cahill, a former IRA chief in Belfast. Mr. Cahill is now active in Sinn Fein, the IRA's political wing, which is a legal organization.] Police said three men were ar-rested in County Cork and another

three in County Kerry in connection with the arms seizure. Prime Minister Garret FitzGerald described the arms seizure as "significant" and criticized U.S.

"These are arms that were being brought to this country to murder Irish people, North or South," he

"We know that significant funds are being raised in the United States from people who fail to com-prehend the situation in Ireland," he said. "They don't seem to realize

trawler near the Skelligs rocks off

southwestern Ireland, firing four international waters in the Atlantracer bullets over its bow when it ic. failed to obey an order to stop. Police originally identified the haut since March 1973, when the trawler as the Martina Anne, but Irish government seized a shipment later said it was the Marita Anne, of arms aboard the 298-ton Cypri-based at the fishing village of Fenit ot-registered coaster The Claudia,

In Dublin, police said the ship- tined for the IRA.

ment, including submachine guns, rifles, pistols, shotguns, grenades, been loaded onto the Marita Anne ster with the Irish republic. from an American cargo vessel in

INSIDE

■ The United States reportedly offered a plan for an Israeli pullout in Lebanon. Page 2. Sudan's president has ended the state of emergency in his country. Page 2.

Watter F. Mondale and Jimmy Carter joined in accusing

President Reagan of a variety of policy failures. ■ Anti-onclear protest staged near U.S. bases in West Germany.

■ The "Doonesbury" cartoon strip is back after a 20-month

BUSINESS/FINANCE ■ Argentina is repaying \$200 million in overdue interest and loans.

SPECIAL REPORT ■ New growth expected for international advertising. Page 7.

in Kerry county on the southwest carrying 250 rifles, 240 small arms, anti-tank mines and explosives des-The IRA is fighting to drive the British from Northern Ireland and

They said it was the largest arms

ammunition and explosives, had unite the northern province of Ul-The trawler arrived at the Haulbowline naval base in Cork under tow from one of the escorting cor-

vettes after its engines failed at sea. The five detainees were brought ashore guarded by police officers. The men were to be questioned and the boat examined by explosives experts. Police said U.S. security forces

were involved in the seizure, but did not elaborate on what role the Americans had played. Police launched a hunt around Kerry, involving hundreds of armed police and troops, for other

IRA members who they believe were hiding out in the area waiting for the arms. "This was a major coup for the security forces and a severe body blow to the IRA's operations," a government source said. "It's also a

major blow against the IRA's American-based support groups." He did not name the organizations. Noraid, a New York-based organization that raises funds for Irish causes, has been accused by the U.S. and British governments of chaneling funds to the IRA. The group denies the allegations.

■ Minister Says Americans Paid American sympathizers of the IRA paid for the confiscated arms, Justice Minister Michael Noonan said Sunday, The Associated Press reported from Dublin.

An early assessment of the cache found on the Marita Ann included rockets, Korean-manufactured hand grenades, at least 100 West German-made semi-automatic rifles, submachine guns, at least 30 hand guns, shotguns, and a large assortment of ammunition, he said.

Mr. Noonan said at a news conference the Irish government was concerned about the inclusion of hand grenades in the consignment. "I cannot remember an occasion when the IRA used hand gre-

nades," he said. The IRA claimed responsibility Commenting on the outlook for Sunday for a bomb explosion in the Luxembourg meeting a close south Armagh that damaged a bridge and disrupted train service between Belfast and Dublin. A Belfast police spokesman said there

EC Ministers Meet Today on Budgetary Clashes Threatening June Accords By Axel Krause International Heridal Tribune LUXEMBOURG — Ministers of the 10 European Community See and or seek agreement on the 1984 and 1985 budgets and on limiting of the 10 European Community Seek agreement on the 1984 and 1985 budgets and on limiting of the 10 European Community Seek agreement on the 1984 and 1985 budgets and on limiting of the 10 European Community Seek agreement on the 1984 and 1985 budgets and on limiting of the 10 European Community Seek agreement on the 1984 and 1985 budgets and on limiting of the 10 European Community Seek agreement on the 1984 and 1985 budgets and on limiting of the 10 European Community Seek agreement on the 1984 and 1985 budgets and on limiting of the 10 European Community Seek agreement on the 1984 and 1985 budgets and on limiting of the 10 European Community Seek agreement on the 1984 and 1985 budgets and on limiting of the 10 European Community Seek agreement on the 1984 and 1985 budgets and on limiting of the 10 European Community Seek agreement on the 1984 and 1985 budgets and on limiting of the 10 European Community Seek agreement on the 1984 and 1985 budgets and on limiting of the 10 European Community Seek agreement on the 1984 and 1985 budgets and on limiting of the 10 European Community Seek agreement on the 1984 and 1985 budgets and on limiting of the 10 European Community Seek agreement on the 1984 and 1985 budgets and on limiting of the 10 European Community Seek agreement on the 1984 and 1985 budgets and on limiting of the 10 European Community Seek agreement on the 1984 and 1985 budgets and on limiting of the 10 European Community Seek agreement on the 1984 and 1985 budgets and on limiting of the 10 European Community Seek agreement on the 1984 and 1985 budgets and on limiting of the 10 European Community Seek agreement on the 1984 and 1985 budgets and on limiting of the 1984 and 1985 budgets and 1985 budgets

governments begin talks Monday over budgetary disputes that threaten several of the agreements reached at the June summit meeting of EC leaders in Fontainebleau,

If the ministers fail to adopt a supplementary budget for 1984, on the Parliament's powers. one of the major items on the agenda, the community will also run out of funds for EC programs, especially farm subsidies, in several weeks.

must be submitted to the European as well. Parliament by Finday. however, by the Parliament's oppo- cult."

Fontainebleau summit conference. the community's farm spending. The Parliament warned EC ministers Thursday that it would block on guidelines for future budgets to bership negotiations. both budget requests on the ground avoid growing deficits. The deficit that any attempt by the finance ministers to establish annual billion European Currency Units ed by the budget disputes. spending guidelines would impinge (\$1.5 billion).

In addition, Gaston Thorn, the nance and agricultural ministers outgoing president of the EC Com- will be considered Tuesday by the mission, said that the commission foreign ministers. shared the Parliament's opposition The failure to keep the programs to expanding the finance ministers'

Mr. Thorn added that the Lux-Both budgets are threatened, embourg talks would be "very diffi-

for 1985 is projected at more than 2 The recommendations of the fi-

The Luxembourg meeting will tributions dating dating from 1983. during July and September. also take up the terms of entry into This rebate could be blocked. "There was some confusion place on Jan. 1, 1986.

Under an agreement reached at

They will also attempt to agree Wednesday to complete the mem-Other agreements reached at Fontainebleau could also be affect-

> For example, the EC leaders agreed at the June 25-26 summit to reduce Britain's contribution to the budget for the next three years and to pay it rebates on its budget con-

going could also block adoption of the draft budget for 1985, which is scheduled to take the draft budget for 1985, which is scheduled to take the commission's authority gal, which is scheduled to take the commission' Jan. 1. 1986, and to cut back on tant but not completed," a senior not accept Britain's demand, be- François Mitterrand of France farm spending and production of British diplomatic official said. He cause the date for starting a new said:

Spain and Portugal are to meet to rise to well over 18 billion ECUs with the EC foreign ministers next year. Unless checked, it will account for about 60 percent of total EC spending.

However, uncertainties emerged shortly after EC leaders returned to their capitals in June, and many elements of the Fontainebleau compromise agreements were challenged. The agreements also came under attack during ministerial meetings in Brussels and in Ireland

"There was some confusion after

ministers in Luxembourg are these:

 Britain has said it will block the 1984 supplementary budget, to-taling about I billion ECU, and the 1985 draft budget of 28.1 billion farm output to other commodities, pand the community's financial reyear to provide funds for its re-

bates. West Germany, backed by the Netherlands, has said that it will diplomatic adviser to President Fontainebleau, those talks were to heavily subsidized commodities, said the goal of the Luxembourg revenue-raising plan was designed expect the worst, but remain confinements will emerge. were no trains in the vicinity and dent that agreements will emerge."

"real, binding decisions and effec- crease EC receipts from value-added tax in member countries to 1.4 Among the disputes facing the percent from I percent, starting in ministers in Luxembourg are these: 1986.

ECU until agreement is reached on particulary wine. French officials, financial guidelines for future bud-with backing from the EC Commisgets. It has also insisted that the sion, emphasized that agreement Fontainebleau agreement to ex- by the EC farm ministers to reduce wine production would be crucial sources in 1986 be carried out next in the negotiations with Spain on Wednesday,

France and Italy have clashed

"We hope for the best, we

Sudan Ends State of Emergency, Suspends Islamic Law Courts

By David B. Ottaway Vashington Past Service

meiri of Sudan has announced he is ending the state of emergency he immorality." He said the "decisive-imposed last April and suspending justice courts," which have ordered the special courts he had set up to oversee the application of Islamic

It was the second conciliatory move he has made in a week in the system soon. face of growing opposition to his Christian minority that has started a revolt in the south.

U.K. Strike

Because of

Lack of Poll

By Barnaby J. Feder

on coordinated backing for the

But in the Yorkshire mining

town of Doncaster, the mine fore-men's union authorized a strike

that could halt production at the

Miners went on strike March 12

to protest the state-owned National

Coal Board's plans to close 20 of

174 coal mines and lay off 20,000 of the 180,000 miners. The strike has

mines that are still operating.

observe the union's rules.

shire or Yorkshire.

Union officials, who did not ap-pear in court, called the ruling "po-litical" and "nonsensical." They

have said a national ballot is not

needed because miners have been

"called on" to strike, not ordered to, and because the miners voted in

1981 to allow their leaders to call a

strike on the issue of pit closings.

good news on Friday when leaders

of nine power plant unions said

they were unable to agree on a

response to the National Union of

Mineworkers' request that they re-

fuse to handle coal, or oil used in

place of coal, to generate electric-

This dashed the striking miners'

hopes for a wave of blackouts that

would increase pressure on the coal

However, the strikers were en-

couraged by the confirmation that

the mine foremen's union had vot-

ed overwhelmingly to strike unless

the coal hoard makes concessions

on the treatment of foremen mem-

bers and changes its consultation

A strike by the foremen would

force the closing of working pits whose output is vital to get Britain

through the winter without major

have been expected to reach an

agreement. But the 4-1 margin of

the vote caused speculation that the

foremen's leaders might undertake

a strike in the hone of forcing con-

cessions that could end the under-

Neil Kinnock, leader of the op-

position Labor Party, suffered a

humiliating blow Sunday on the

eve of the party's annual conven-

tion as coal miners forced a debate

on police "violence" in the strike,

United Press International report-

committee endorsed a call by the

183,000-member National Union

of Mineworkers for the debate

against the wishes of Mr. Kinnock, who had hoped to improve the par-

ty's electoral chances by softening

the issue of picket-line violence.

Labor's National Executive

lying dispute with the miners.

■ Rebuff for Kinnock

The coal board and the foremen

procedures on pit closings.

board.

The coal board got additional

Ruled Illegal

News agency and radio reports from Sudan said General Nimeiri, CAIRO -- President Gaziar Ni- during a speech Saturday, declared the nation "freed of corruption and the amoutation of limbs of 58 conalso promised he would institute "radical changes" in the judicial

The announcement was appargovernment from a range of Suda- ently aimed at appeasing Sudan's nese factions, particularly the restive Christian minority as well as Western aid donors, led by the United States, which have de-

lished after the declaration of the ed south. state of emergency April 29. At least 12 "cross-amputations" of the victed thieves, would be closed. He right hand and left foot have been carried out on 58 convicted thieves condemned under Islamic law. Several of them have been Christians living in Khartoum, the capital.

In June, the State Department denounced the amputations as a "form of cruel and unusual punish-

main causes for the renewal of the civil war in the Christian-dominat-

south into its former three provinces in violation of the territor of a 1972 agreement that had it is an end to the 17-year civil wan there.

The announcement came in a speech to the leadership of the rul-

the south as one autonomous re-meiri's decision to introduce Islam-

nounced the application of Islamic law gion, if that were the will of the law as the the basis of all justice and constitutional law in Sudan.

Soviet Deploys New Missiles in Europe and constitutional law in Sudan.

General Nimeiri's latest conciliatory gesture left unclear the future status of Islamic law in the country. Another was General Nimeiri's This apparently will not be decided

A week ago, General Nimeiri an-ing Sudanese Socialist Union and nounced that he was also canceling at the end of celebrations marking this plan and would agree to keep the first anniversary of General Ni-

By Robert J. McCartney

States is urging its allies in Central

America to reject a regional peace treaty as it now stands, leading

some governments in the area to doubt that a negotiated settlement

is possible there, diplomatic

President Ronald Reagan's spe-

cial envoy for Central America, Harry W. Shlaudeman, and other

U.S. diplomats have been quietly

pressing El Salvador, Honduras

and Costa Rica to demand changes

group, according to officials. The Contadora group includes Mexico, Colombia, Panama and Venezuela. The U.S. effort already appears to have borne fruit. In the past

week, El Salvador, Honduras and

Costa Rica have backed off from

nnofficial expressions of support

for the treaty.

It would set limits on arms pur-

chases and the size of armies and

restrict military activity by conn-

Diplomatic sources predict that the three U.S. allies either will seek

revisions before signing the pact or

they will sign it while expressing

major reservations that would ren-

In particular, the U.S. allies are

For its part, the Nicaraguan gov-

tees that the U.S. allies will respect

Nicaragua announced last week

the Contadora effort but that Nica-

ragua was blocking a settlement.

tries outside the region.

der it ineffective.

dor, diplomats said.

U.S. Reportedly Seeks

Rejection of Latin Pact

An international conference on the application of Islamic law has just ended in Khartoum, with the retired American boxer Muhamdecision last year to redivide the until the "radical changes" he mad Ali the star attraction. The meeting ostensibly was called to show that General Nimeiri had outside support for his decision.

> But General Nimeiri apparently has had second thoughts because of the strong opposition he has run into at home and abroad, including from his closest Arab ally, Egypt.

> > wants peace" in the area.

United States.

Madrid's office.

despite frequent suggestions that

Nicaragua and its more conserva-

In a sign that the peace effort is in trouble, President Miguel de la Madrid Hurtado of Mexico ex-

pressed skepticism Friday that a

has prepared several documents as

those accords in the near future,

said a statement from Mr. de la

the most important issues, such as

how large an army each country

can have, to be decided by a five-

member commission to be named

The treaty calls on signatories to

halt support for insurgent groups in

neighboring countries, to reduce

numbers of foreign military advis-ers and to move toward democracy

gested delaying the Nov. 4 elections

by one month, but he doubted op-

an opposition leader, Arturo José

Cruz, was sent through an interme-diary, President Belisario Betancur

of Colombia. He called the letter "not an official offici

like a sounding out of their position

to see how they respond. We don't

José, said he had not received any

Mr. Cruz, who was also in San

think they will accent?

campaign effectively.

after the treaty is signed.

The treaty already leaves some of

ment of new U.S. medium-range missiles in West Germany, which began last fall. But Mr. Todenhöfer said deployment of the SS-22s had been planned since the mid-1970s. He gave no source for his information. Mr. Todenhöfer also said the Soviet Union had deployed 50 SS-27 launchers, each with two missiles, and would eventually deploy 108 missiles. He described the move as an unacceptable bid to negotiate the

Early Meeting of Soviet Party Seen MOSCOW (Reuters) - The Soviet Communist Party's Central Com-

removal of U.S. Pershing-2s, while maintaining a monopoly of other

WORLD BRIEFS

BONN (Reuters) — The Soviet Union has deployed 100 new \$5-22

medium-range nuclear missiles in East Germany and Czechoslovakia for

the first time, a spokesman for Chancellor Helmut Kohl's parliamentary

coalition said Sunday.

Jürgen Todenhöfer, arms policy spokesman for the union of Christian

Democratic, Free Democratic and Christian Social Union members of

Democratic, Free Democratic and Christian social Union members of

the Bundestag, said the missiles were moved in the past three weeks from

western areas of the Soviet Union. "They are highly mobile and their range of 900 kilometers [560 miles] allows them to hit targets in West Germany, France and Britain," he said in a statement.

Moscow had threatened to deploy the missiles in response to deploy.

mittee is to hold an unusually early plenum in October at which some changes in the Kremlin's leadership may be announced, Soviet sources Washington Post Service made it "hard to judge" whether
MEXICO CITY — The United the Reagan administration "really say.

The sources said Saturday that the plenum would be held "within the next two weeks" and would be followed by a full session of the Supreme Soviet, which might also ratify changes in the government led by Nikolai A. Tikhonov, the chairman of the Council of Ministers. Both gatherings are normally held in November. The Contadora group has won widespread international support

Officials at the Supreme Soviet, the nominal parliament, confirmed that a session was planned for the beginning of October but refused to give a date or details of the agenda. News of the two sessions appeared likely to increase speculation in Moscow that President Konstantin U. its goals would never be achieved because of the mistrust between tive neighbors, who are close to the

Chernenko, 73, may consider stepping down. 107 Sentenced in Egyptian Uprising CAIRO (WP) - An Egyptian court on Sunday sentenced 107 Islamic extremists to terms ranging from two to 25 years of hard labor in prison for their part in an armed uprising in Upper Egypt at the time of President Anwar Sadat's assassination in October 1981.

in a comprehensive treaty proposed last month by the Contadora group, according to officials. The upbeat about prospects for success.

"Even as the Contadora group decuments as The special three-man security court acquitted 174 others in a trial that lasted 22 months and involved 302 Islamic fundamentalists. It was the the basis for peace in the region, the largest trial of Moslem extremists anywhere in the Middle East since the climate has not been achieved that onset of the resurgence of fundamentalism a decade ago. would permit the conclusion of

The court's sentences were considered lenient because the accused were charged by the state prosecutor with attempting to overthrow the government and establish an Iranian-style Islamic republic after Mr. Sadat's death. In Egypt, both charges are punishable by death, and the prosecutor had asked that 57 of the defendents be condemned to death.

Peres Halts Plan to Shut Press Service

JERUSALEM (WP) - Prime Minister Shimon Peres of Israel has ordered a halt to an attempt to close an East Jerusalem Arab press agency and weekly magazine by Israel's Interior Ministry and the Israeli Army. Government sources confirmed a report Sunday by Israel Radio that Mr. Peres had personally intervened in the case against the Palestine Press Service, a key source of information on developments in the Israelioccupied West Bank and Gaza Strip. The sources said a hearing in the case would go forward as scheduled Monday, giving both sides a chance to make their arguments, but that Mr. Peres had already decided that the

Nicaragua's foreign minister, Miguel d'Escoto Brockmann, said proceeding against the agency should be dropped after the hearing.

The Interior Ministry and the army's central command accused the service two weeks ago of being "guided and financed" by the main Fatah wing of the Palestine Liberation Organization and threatened to revoke Saturday his government has sugthe agency's license to operate. The press agency's co-owners have denied position forces would accept. The Associated Press reported from

Father d'Escoto said a letter to 69 Alleged Mafia Leaders Arrested

PALERMO, Sicily (Reuters) — A nationwide operation against hundreds of suspected Malia members continued Sunday after an imprisoned leader of the Sicilian-based organization broke its code of sience, oolice said.

Sixty-nine alleged Malia members have been arrested and 366 anest warrants issued by magistrates, 200 of which were served on people already in jail. The raid Saturday scaled off the town of Palermo for eight hours, and a special Alitalia flight Saturday took 28 of those arrested to Pisa, where they were taken to different prisons, police sources said.

Magistrates said the raid resulted from information on more than 1 has declined to participate in the Mafia crimes supplied by a jailed clan leader. Tommaso Buscetta,

election without such a postpone- extradited to Italy from Brazil in July on charges including murder and ment. He said a delay was neces-sary to give the opposition time to

arcotics trafficking between Sicily and the United States, gave police a
3,000-page statement in which he detailed Mafia activities over the last 15 years. He is the first major Malia figure to cooperate with the authorities

Greens Projected to Gain in Voting

DUSSELDORF (AP) — Voters in West Germany's most populous state elected 17,000 city and county government officials Sunday, and initial projections showed losses for conservative Christian Democrats and gains for the anti-establishment Greens party. About 12.6 million voters were eligible to elect representatives for 458 city and county councils in North Rhine-Westphalia state.

Official final results were expected Monday. The latest projection by

West Germany's first television station Sunday was 42.2 percent for the Christian Democrats, down from 46.3 percent in 1979, and 43.2 percent for the Social Democrats, also down from the 1979 figure but giving them the lead over the Christian Democrats.

The Greens were projected to take 9.2 percent of the vote, up from 1.5 percent four years ago, and the Free Democrats were expected to drop two percentage points from 1979 to 4.5 percent.

6 South Africans Seek New Sanctuary

DURBAN, South Africa (Reuters) — Six dissidents hiding from South African police inside the British Consulate in Durban appealed Sunday to four foreign embassics for sanctuary partly because they feared Britain would expel them from the consulate.

The six opponents of white minority rule in South Africa took refuge in the consulate 18 days ago after evading the police.

Farouk Meer, a senior member of the Natal Indian Congress, whose

leaders are among the six, said he had asked the West German, Dutch. French and United States embassies in South Africa to "to provide sanctuary and every possible assistance to our clients."

Soviet Said to Press Ceausescu on Trip HAMBURG (AP) - The Soviet Union has threatened to stop deliver

ing oil to Romania if President Nicolae Ceansescu visits West Germany next month, according to Bild am Sonntag.

The newspaper cited "well-informed Bonn sources" for its report. which appeared on Saturday. The government press office said Saturday. that it had no reason to change a statement Friday that the government assumed that Mr. Ceausescu's trip would take place as planned Oct. 15 to 19. Mr. Ceausescu also reaffirmed his intention to visit in mid-September.

That statement was issued in response to a report in the Frankfurter Allgemeine, which said that Mr. Ceansescu had demanded that Chancelor Helmut Kohl break with West German protocol by greeting him at the airport. Mr. Ceausescu had also demanded a joint declaration that would repeat the Romanian position on missile disarmament in En-rope," the newspaper said. Mr. Ceausescu has advocated the removal of

For the Record

At the world chess championship in Moscow, Anatoli Karpov, the champion, took a 3-0 lead Saturday after his challenger, Gary Kasparov, resigned during the seventh game of their title match. The game had been adjourned Friday night on the 42nd move, and Mr. Kasparov resigned without making any new moves. The match will be won by the first (AP) person to score six points.

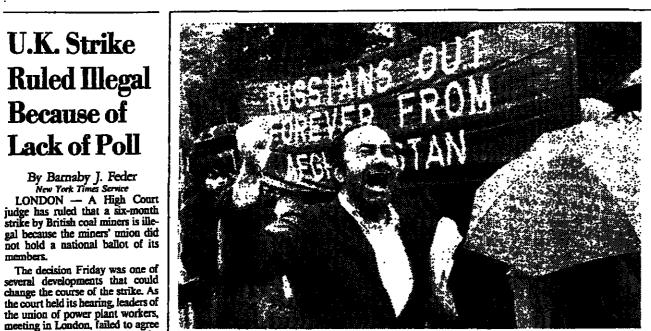
A U.S. delegation led by a deputy assistant secretary of state for African affairs, Frank G. Wisner, arrived Friday in Luanda, Angola, for talks about independence for South-West Africa, or Namibia, the official

Angolan press agency ANGOP said Saturday.

Prime Minister Prem Tinsulanouda of Theiland, who returned Wednesday from a physical checkup in the United States, has been hospitalized. in Bangkok with an inflamed lung and circulatory problems, Radio Thailand announced Sunday. There was no immediate report on his

Theodore V. Anzalone, chief fund-raiser for Kevin H. White when he was mayor of Boston, was found not guilty of extortion Friday by

A bill to grant citizenship posthumously to Corporal Wladyslaw Star zewski of the U.S. Marines won final congressional approval Friday on a voice vote in the Senate. President Ronald Reagan is expected to sign the measure. Mr. Staniszewski was a British subject when he was killed in Ulettam 17 years again.



PARTISAN PROTEST — Anti-Soviet demonstrators marched in Lafayette Park, across from the White House, while President Ronald Reagan met inside with the Soviet foreign minister, Andrei A. Gromyko, in his first talks with a top Soviet leader.

Reagan Promises Russians Fair Deal If They Seek Negotiations and Peace

shut about two-thirds of the mines. In a ruling Friday in London, a High Court judge, Sir Donald Ni-cholls, accused leaders of the National Union of Mineworkers of "riding roughshod" over the gain advantages for them, "they will get a fair deal if they seek the union's members and of failing to

path of negotiation and peace."

A White House official said the He denied a request to order a national ballot, ruling that the issue would have to be decided at a full of Mr. Gromyko's private discussions with the president as well as perseverance on both sides. The judge also ruled that disciplinary action could not be taken by the union against miners who sought to defy the strike in Derby-

(Continued from Page 1)

presidents and had always accept-

From the Gromyko standpoint,

the trip to 1600 Pennsylvania Ave-

nue was a return to familiar proce-

dures of the past and almost rou-

tine compliance with diplomatic

the encounter had provoked addi-

tional excitement because it had

come in the final weeks of Mr.

Reagan's re-election campaign. Had this been an earlier adminis-

tration, when meetings with top-

level Soviet officials were not un-

have been treated with such porten-

Robert C. McFarlane. It was ap-

that Mr. Gromyko had accepted

vided and reporters were kept well outsiders.

Mr. Gromyko to Washington was striking.

A Contact, Little More

were returning home to "ponder our exchanges" with the knowledge detected "no visible signs" of realthat, while inflexibility will not istic U.S. positions in his meeting with Mr. Reagan.

After all that Mr. Gromyko had said in the meeting with Mr. Rea-Soviet visitors "didn't come with new ideas." He said the substance ing Saturday was a sign of

his tone was as unyielding as the veteran Soviet minister's address to meet again" after some of the

not ready to relent in its passionate

and bitter view of the U.S. adminis-

In past situations, Mr. Gromyko

had found ways to characterize his

view of meetings with senior U.S.

president win re-election and, if he

conceding anything in his attitudes

tration's words and deeds.

returned to the negotiations on reduction of strategic nuclear arms support for guerrillas in El Salvaand began new discussions centering on prevention of weapons in

Officials said that as examples. Mr. Reagan cited U.S. willingness to contemplate "trade-offs" ween various types of nuclear agreement to "restraints" or anti-drafted. The move surprised U.S. satellite testing if spacettalits went aniplomats, who had been saying for months that Washington backed

■ Tass Reports Accord

the two nations.

The two men, Tass said, "agreed to have in the future, if need be and myko meeting had a more clinical and businesslike tone, almost as if by agreement, meetings of repre-sentatives of the sides to discuss unsuccessful merger negotiations further these and, perhaps, some by large corporations were being

■ Gromyko in Moscow Mr. Gromyko returned Sunday

to Moscow, according to Tass, United Press International reportconceived early in August by the In terms of future diplomacy, secretary of state, George P. Shultz, Mr. Reagan's week of conciliation and the national security adviser, toward the Russians may help the

Tomb of Former Dictator The Associated Press

MIAMI -- The tomb of the Nicaragua's former dictator, Anastasio Somoza, was broken into at a cemetery here, but his remains were not touched, police said. Somoza was removed from power by the San-dinists in 1979 and assessinated in Paraguay in 1980.

urday that Somoza's coffin was removed from its crypt at Woodlawn North cemetery and put on the floor in an apparent attempt to open it. But the grave robbers eventually gave up and nothing was taken, Mr. Underwood said.

eastern Lebanon.

■ Shultz Shoulders Blame

Shultz said Sunday that if "some-

International reported from Wash-

According to the White House account of the Reagan-Gromyko meeting the president said the expected to seek tougher enforced at home.

United States was prepared to take ment provisions to guarantee that flexible positions if the Russians the leftist government in Nicaragua Nicaragua's foreign meeting the president said the expected to seek tougher enforced at home.

ernment says that it has no guarantheir pledges to stop attacks on it by Nicaraguan insurgents from inside their borders. Reagan-Gromyko Talks: weapons in resumed strategic arms reduction talks and possible U.S. that it accepted the treaty as now

Dusko Doder of The Washington away. His statement, provided by the Tass press agency four hours later, made clear that Moscow was any Mr. Shultz had reached wouldn't buy it "said a diploment motion of the washing a week ago everybody to any made clear that Moscow was saying that Nicaragua myke and Mr. Shultz had reached wouldn't buy it "said a diploment myke and Mr. Shultz had reached wouldn't buy it "said a diploment myke and Mr. Shultz had reached wouldn't buy it "said a diploment myke and Mr. Shultz had reached wouldn't buy it "said a diploment myke and Mr. Shultz had reached myke and Mr. Shultz had myke and Mr. Shultz had my agreement on future discussions from a non-Latin American counbetween the two governments on try allied with the United States. major bilateral and international "When Nicaragua did buy it, the issues. The press agency made no United States wasn't quite sure mention of divisive issues between where to go."

> The tone and content of the brief dispatch did not include any criticism of the American positions, as was the case earlier last week.

Tass said that Mr. Gromyko and opinions "about the situation in some parts of the world, including Europe, the Middle East and the Far East."

other problems."

usual, Friday's session would not described by one of the parties. There was no personal attack on Mr. Shultz or Mr. Reagan, but the In this case, the decision to invite rush to deflate any high hopes was

Is Broken Into in Miami

U.S. officials. The planning and preparations that went into it ri-

Kenneth Underwood, a spokes-man for the Miami police, said Sat-

protocol, to which the Soviet govofficials, either through seemingly ernment adheres to rigidly. Europeans Pledge Aid impromptu remarks or, on occa-The only extraordinary thing sion, through formal statements. In Stockholm in January, he perabout this trip to the White House, Mr. Gromyko told Mr. Mondale, mitted a Tass statement to be is-For Central America sued saying that he had "resolutely denounced" U.S. military policy in was that he had not met Mr. Rea-Mr. Shultz had also exchanged gan before, and thus that the meethad created unusual interest. Gromyko did not mention that encounter had provoked addinal excitement because it had no in the final weeks of Mr. The statements issued Friday and after Wednesday's Shultz-Gromp's realesting and after Wednesday's Shultz-Growth's realesting had a more district. ing had created unusual interest. Mr. Gromyko did not mention that

(Continued from Page 1) lombia and Panama and has tried to negotiate a solution to the re-

gion's political problems.

The text of Mr. Shultz's letter million level was likely. was leaked by French diplomats Friday night. In the letter, Mr. Shultz ex-

pressed support for the idea of increased European concern for the depressed Central American economies. He went on: "We strongly urge, however, that such region-toregion assistance does not lead to increased economic aid or any po-litical support for the Sandinistas."

The ministers agreed only on the principle of increasing aid from the European Community for development projects channeled through the Central American Bank for

EC Has No Plan For Renaming **Waterloo Station**

LONDON - A spokesman for the European Parliament has strongly denied that there is a proposal in the parliament to change the name of London's Waterloo tion and control of this fulfillrailroad station on the ground that the name perpetuates memories of the French-British conflict.

Guido Naetz, the spokesman at the parliament's headquarters in Strasbourg, France, said the affair resulted from the distortion of a statement by a French legislator during an education committee dis-Secretary of State George P. cussion of a new history book. The committee was discussing the stanbody's head has to roll" over the dardizing of history studies in bombing of the U.S. embassy anschools of the 10-nation European schools of the 10-nation European nex in Lebanon, "I'm willing to Community. have it be my head," United Press

According to the parliamentary record, Denis Baudouin, a French member of the European Parliation Austerlitz."

Economic Integration, without specifying how much. European diplomats said an increase of about \$15 million over the current \$30

As is the case with the current aid, the diplomats added, new aid would be available only for specific development projects rather than for general budget use or to service

The Western Europeans also expressed support for the Contadora group, which has produced a draft treaty designed to guarantee democratic rule in the region. Nicaragua has expressed willing-

ness to sign the treaty as it stands provided that the United States signs an accompanying document pledging to respect its provisions. Several Central American leaders, while endorsing the draft, have questioned whether the treaty's provisions for policing arms limits and making democratic guarantees are sufficient.

In an allusion to these concerns about the treaty, the San José com-muniqué said that the ministers agreed on the necessity to achieve a practical compromise for fulfillment of the accord by all states in the region and by all other coun-tries with interest in the area, as well as in the necessity of verifica-

Mr. Cheysson said France was also prepared to sign an annex to the Contadora treaty committing signatories to cooperate with Central American countries in efforts to achieve the pact's final aims, Reuters reported.

[He said five other European countries also wanted to sign the protocol. Delegates listed these as Greece, Belgium, Denmark, Spain and Portugal. The presence of the Europeans

here was designed in part to provide an alternative to U.S. predominance in Central America, according to a European diplomat. He said Nicaraguan officials seeking to ment, stated: "I am saying as a joke said Nicaraguan officials seeking to that we would never be able to stop make Sandinist rule more demoan Englishman calling his station cratic should be able to cite foreign Waterloo or the Frenchman his stasupport for their views without having to associate them with the United States and its history of

The expression of support for were designed to make this possible

Beirut Radio Says U.S. Has Plan for Israeli Pullout

proved by Mr. Reagan with the succeeds, could position him next knowledge of only a handful of top year to move beyond gestures to

ence in earlier times.

Mr. Shultz's news conference after the meeting depicted Mr. Reacter the mee

gan as in charge and personally been so pronounced earlier this involved, and avoided any claim year. Mr. Gromyko came without

U.S. plans for regular government or positions, and continued Mos-discussions or U.S. appeals for re-cow's hard line against the United

sumption of nuclear arms negotia- States while showing a willingness

Mr. Gromyko had nothing to say The leaders in both countries

tence of the plan.

"First of all, I want to say, i

know nothing about a plan," Mr. Lubrani said. "There is definitely

exploration — I define it as explo-

ration - to examine if the possib-

lity of an arrangement in which

"At this stage," he said, "we have

Syria will also be connected."

as he left the White House, perhaps may have gained. The losers, at this

because no microphone was pro- point, are the optimists and the

United Press International formed political sources" as saying BEIRUT — Richard W. Murthal, under the "Murphy plan," Isradio be could not confirm the existing of its 30,000 troops in northern and southern Lebanon within six to Lebanon. nine months of its approval, official Beirut radio said Sunday.

Exceptionally

LE MARCHE SAINT-PIERRE

and all its Departments

BIG BARGAIN SALE ON Tuesday, October 9, 1984

Saturday, October 6, 1984

phy, the U.S. special envoy to Leb-rael would end its two-year occupaanon, has arranged a plan that calls tion without demanding a simultafor an Israeli withdrawal from neous Syrian withdrawal from

"Syria will, meanwhile, guaranan Berrut radio said Sunday.

The report quoted "well-in- operations against Israel," the radio said. "The Israeli withdrawal should be completed within six to nine months once the plan is ap-

In Israel, one of the officials responsible for activity in southern UNIVERSITY

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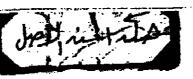
DEGREE



not been asked to react in one way or another to a plan like this." But Mr. Shultz also insisted that responsibility is with people who Syria has reportedly demanded that Israel halt attacks on Lebanon through the use of terrorism are trying to have an impact on U.S. policies."

"It's the threat of terrorism that

is responsible, and that's what we
The Waterloo station in London have to fight against," he said in an is named after Napoleon's defeat at intervention in the region interview with ABC television. Mr. Waterloo, Belgium; the Austerlitz Shultz responded testily to ques- station in Paris commemorates Na- Contadora and the increase in aid tions about responsibility for the poleon's victory over Russian and attack, which has become an issue Austrian forces near that Moravian for European governments, he addin the presidential campaign.



BRIEFS

Missiles in Europe Michigan de de la company de l Modern Control of the Control of the

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viet Party Seen Commence of the second Section is the second section of the second section is a second section in the second section in the second section is a section in the second section in the second section is a section in the second section in the section is a section in the section in the section in the section in the section is a section in the section

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Table 1. Co. Lot 1. State of the second ALTONOMICS CONTRACTOR hut Press Service

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entire institutions.

Of physical handican

used for discriminatory purposes." Senator Edward M. Kennedy, Democrat of Massachusetts, told

The vote Saturday capped a hecing on several fromis as Congress prepared to adjourn. Congressional leaders sought compromises not only on the civil rights measure but also on an anti-crime package and sponsibility for enforcing civil a water-projects bill. They also rights.

Main Street, U.S.A. 10 Jimmy Carter's proposed presidential library in Atlanta. Getting a New Look Local residents say the fourlane road will damage historic In many American small towns, the shopping mall has taken over and left Main Street neighborhoods, and the case appears headed for a long court fight. Debate over the project a husk. But in many other communities, the downtown section has become increasingly strident. The Carter allies are at--where typically the First Natacking opponents of the project as affluent white elitists; tional Bank is across the street

AMERICAN TOPICS

from the corner drug store, and

the dry goods emporium, hard-

ware store, shoe shop and post

office are just down the block

— still lives, sometimes just

The National Trust for His-

toric Preservation intends to

help keep Main Street alive and

thriving. It has provided seed

money and expertise that have

spruced up nearly 100 down-

towns from Tarboro, North

Carolina, to The Dalles, Ore-

gon. In mid-September, in con-cert with federal, state and local

organizations, both public and

private, the National Trust held

a nationwide televised meeting

at 440 sites on "Revitalizing Downtown," with plenty of

participation from the far-flung

audience. People at the National Trust

say there is no single formula for keeping Main Streets alive.

Every town is different. It has

learned_some lessons on what

works: Rely on local initiative,

start small, go slow.
It also has learned what

doesn't work: big-scale, one-

shot projects; pedestrian streets, which often mean raz-

ing valuable buildings for park-

ing while isolating the down-town section; facade modernization that obliterates

the historic image that is one of

Main Street's strengths in com-

petition with shopping malls; and "theme" treatments such as

Wild West, Victorian or New England Salt Box.

The national drive to add a

balanced-budget amendment to the U.S. Constitution stalled

two states shy of the necessary

34 when it was blocked in com-

mittee in the Michigan legisla-

ture, 5-4. The vote dims pros-

pects for the bill this year. No

other state legislature is close to

When a visitor complained

that he had not seen the coral

snake budge in nine months of

visits to the Houston Zoo, John

Donaho, the curator, acknowledged that it was actually a rub-

ber imitation. Snakes on exhibit

tend to die, he said, so "we put

out a rubber one for people to be able to see what they look

The three-member Council

on Environmental Quality in

Washington has approved

plans to build a two-and-a-half

mile (four-kilometer) parkway

Notes on People

Short Takes

conclusive action.

barely.

John V. Lindsay, the former New York mayor, has appeared ou many television shows, as an interviewer for the ABC network and on Broadway with a bit part in the musical "Seesaw." Now he has extended his theatrical career with a job as chairman of the Vivian Beaumont Theater at New York's

the foes are comparing Mr. Car-

ter's actions to the sacking of

Atlanta in the Civil War by

П

Sherman's army.

When C Rations **Are Capitol Fare**

Senate-House conferees trying to resolve a deadlock on the military programs bill labored away for six hours last Monday on the little-used fourth floor of the Capitol when, about 7 p.m., the doors were flung open. An aide shouted "Dinner!" and carts were wheeled in carrying, yes, military field rations, better known as C rations.

Senior members of the Sen-

ate and House Armed Services Committees tore open the plastic packages and wolfed down Vienna sausages with cold baked beans, beef patties designed to be reconstituted with

water and similar delicacies.
"After all," an aide said, "if we expect the enlisted men to eat them, we should expect the Armed Services committees to eat them, at least once in a

Navy Probes Skipper In Whale Incident

The navy is investigating an incident in which Melvin D. Munsinger, skipper of the sup-ply ship San José, is said to have fired rifle shots at a pod of whales in the Indian Ocean last October.

Captain Munsinger is said by some of his crew to have been shooting a rifle at a floating barrel target when the whales swam by. Although the whales posed no threat to the San Jose, the captain is said to have kept shooting in their direction, pos-sibly, but not verifiably, wounding one of them. A crewman said he had heard one of

A navy spokesman, saying the navy observes all applicable statutes on preserving the envi-ronment and protecting endan-gered species, said. This is not a matter we are taking lightly.

nies, according to the head of a federal investigative unit. The official, Edward A. McDonald, said a five-year inquiry by the Justice Department and the Feder-al Bureau of Investigation had un-covered evidence that trucking and warehouse companies were forced to make the payments to avoid la-

bor problems. The companies, known as freight forwarders, deliver and pick up shipments from airlines at the Queens airport. Last year, 1.1 milhon tons of cargo valued at \$47 billion were shipped through Kennedy, more than through any other

Mob Extorting

Millions at

JFK Airport,

Official Says

By Selwyn Raab New York Times Sernee

NEW YORK - Organized

crime has a stranglehold on a large

part of the cargo business at Ken-

nedy International Airport, extori-

ing millions of dollars each year

from shipping and trucking compa-

airport in the country.

Mr. McDonald said the payoffs were often disguised as payments to trucking companies controlled by organized crime. The payments are supposedly for subcontracting work that is never done by the mob-controlled companies, he said. Another method used to conceal extortion payments, he said, is to list as expenses the fictitious leasing of equipment from companies run by mobsters.

The crime figures have been able to obtain payoffs mainly because of their influence over two locals of the International Brotherhood of Teamsters that have jurisdiction over truck drivers and warehouse and clerical employees, Mr. Mc-Donald said. Mr. McDonald identified the

union groups under investigation as Local 851 in Valley Stream on Long Island and Local 295 in Jamaica, Queens. Frank Calise, president of Local

295, said, "Of course, I deny what these people are saying. Until I get some more information I have nothing else to say." Officials of Local 851 did not reply to repeated requests for an interview.

Mr. McDonald said the inquiry

was in its final phase and that a federal grand jury was reviewing evidence in the case.



Bush, on the Campaign Trail, Fosters

dozen of these sessions, and in his

with him, was to not make news. Instead, he attempted to all but

submerge himself as an issue in the

NEWS ANALYSIS

campaign and promoted instead

what he regards as the good tidings of the Reagan administration and

the potential horrors of a victory by

the Democratic candidate, Walter

When Mr. Bush starts to become

the center of attention, as he did last week over whether he would

release his income tax returns, he

ng why he was the only one of the

ing with my longstanding personal practice of full financial disclosure

hich goes beyond the spirit and

F. Mondale.

hibited him from

letter of any law."

noortanL

turns public.

Self-Effacing Style With the Press

Walter F. Mondale making a 'stump speech' in Georgia.

By Jane Perlez

New York Times Service
WASHINGTON - In just

about every city George Bush visit-

ed during a four-day tour of the

Middle West and Pennsylvania last

week, there was an organized ritual with the local press that is becom-ing a hallmark of the vice presi-

dent's campaign repertory.

Local television reporters were invited to a hotel or hall where Mr.

Bush was appearing and, back-

stage, were granted five minutes with the candidate, who amiably

Mr. Bush's apparent aim in a

answered questions.

CAMPAIGN BRIEFS

NEW YORK (NYT) - Donald J. Devine, director of the federal

Office of Personnel Management, has ordered the Democratic governors of New York, Ohio and Texas to explain by Monday whether they are

violating federal rules by using state agencies to register voters.

The New York administration of Governor Mario M. Cuomo de-

nounced the request as a partisan move by the Reagan administration.

ALBANY, New York (NYT) — Mario M. Cnomo, the Democratic governor of New York, says he will not run for re-election in 1986 if he

decides to seek the presidency in 1988 but has emphasized that he had

made no decision to run for president.

Mr. Cuomo said he believed Walter F. Mondale would come from

behind to win this year and would presumably run for re-election in 1988.

"If I want to run for president the only way to do it is not to run for governor and start running for president," Mr. Cuomo said. "The alternative is to run for governor and win, and then turn right around and start running for president. And I'm not going to do that."

CBS, ABC Postpone Reports on Laxalt

acknowledged that they have postponed airing critical news reports about Sen. Paul Lazalt, Republican of Nevada and general chairman of President Reagan's re-election campaign, after being contacted by Mr.

Laxalt and his New York lawyer.

Mr. Laxalt filed a \$250-million libel suit last week against the Sacramento Bee for a November 1983 story that said illegal skimming had

Newsweek magazine has published in its current issue a "correction"

that says it "did not intend to adopt as its own the Bee's story on Sen.

Laxalt or to impugn the senator's reputation" when it declared last week that the press had not focused enough on charges that Mr. Laxalt has associated with people allegedly tied to organized crime.

Howard H. Baker Jr., the Senate majority leader, who is retiring in January, has decided to join the Houston-based law firm of Vinson &

Representative Lindy Boggs, Democrat of Louisiana, won re-election

occurred 12 years ago at a Laxalt-owned casino.

For the Record

Elkins and will earn about \$700,000 a year.

WASHINGTON (LAT) - CBS and ABC television executives have

coercion for partisan political purposes," Mr. Devine wrote.

Cuomo Unsure of Presidential Bid

Governors Queried on Voter Drive

Mondale Joins With Carter In Accusing Reagan of Failure

F. Mondale and former President Jimmy Carter joined forces at the Georgia state Democratic picnic to failure to reduce federal budget deficits, failure to make progress in arms control talks and failure to

ern party leaders at Saturday's failed?" event, which was designed to demonstrate Democratic solidarity in trailing Mr. Reagan in the South by a large margin.

The Democratic luminaries included the Reverend Jesse L. Jackson: the party chairmen of 11 of the 13 Southern states, including Bert Lance of Georgia; and the mayors of Atlanta and Miami, the region's

largest cities. Speaking at the picnic, Mr. Mondale challenged the president to explain why there was "apparently no progress made at all towards arms control" during meetings last week with Foreign Minister Andrei A. Gromyko of the Soviet Union.
"All we've seen are photos and

no progress," Mr. Mondale said. Mr. Mondale met with Mr. Gromyko Thursday and suggested there was an "opportunity for sig-nificant progress" in the Reagan-Gromyko talks on Friday.

LOVEJOY, Georgia -- Walter ity now to speak to the American gan does and he knows that Southpeople as to what we're to make of this," Mr. Mondale said.

accuse President Ronald Reagan of posed every arms-control effort of every president?" Mr. Mondale continued. "Why for four years has he given us an arms race, and why accept responsibility for the bomb- for these last four days does suding of the U.S. Embassy in Beirut. denly the whole approach change Mr. Mondale and Mr. Carter and do we start hearing talk of were joined by many other South- arms control, and why have they

Both Mr. Mondale and Mr. Carter ridiculed Mr. Reagan for never the South. Polls show Mr. Mondale having met with the top official of the Soviet Union. They noted that Mr. Gromyko has met with every president since Franklin D. Roosevelt, and thus Mr. Reagan's meeting with him was no accomplish-

> Mr. Carter suggested that Mr. Reagan was embarrassed and "politically damaged" by adverse reaction last week after he appeared to blame the bombing on "the near destruction of our intelligence capability in recent years before we came here." Like others, Mr. Carter interepreted the remark as a criti-

Mr. Reagan telephoned Mr. Car-

It is odd for a man who has been twice-daily encounters with a na- in charge of his own business, di-"I'm disappointed at his total tional press entourage that travels rected the Central Intelligence commitment to avoid responsibility and in effect live in a dream

Agency and represented the United States at the United Nations and in China to be flying around the coun-Mr. Mondale, who said the Unittry detracting from his own stature. But his aides say he has no illusion about the limits of his job. His aim during the campaign, they say, led Americans three times in reis to be a good soldier for Ronald sponding to the bombing in Lebanon.

At the same time, as he did in "First he said everything possi-Chicago over lunch last week, he ble was done, when of course that has the chance to ever so quietly was not the case," the former vice build up his contacts with party officials at the state level for a possible quest for the presidency in

The vice president's stump gets a pained expression on his face speech always includes declara-and tries to diminish the headlines tions of "a new optimism" and a sors had weakened the CIA and as quickly as possible. "new sense of hope" that infuses that's the worst position of all be"I don't need all this," he said as the nation in contrast to the "malcause it suggests falsely that this national reporters persisted in ask- aise" of the Carter administration. nation is weak in its intelligence Sometimes, Mr. Bush has what capability." four candidates for the presidency his press secretary, Peter Teeley. In this year's campaign, Republi-

conditions of his blind trust pro- nois state capital, Mr. Bush called in 1980. "He's got a pained look on his Within a day, Mr. Bush had

short-circuited the inquiries. He face, like he needs some Pepto-announced that his lawyers, after Bismol," he said. consulting with the Office of Government Ethics, had determined that he could, after all release "essential information" about his tax-

of his audience was below voting Making the information public, age, he drew an audience of about Mr. Bush said, would be "in keep- 3,000 last week.

"Why for 25 years has he op-

Both Democrats also criticized Mr. Reagan for failing to take personal responsibility for the deaths of 24 persons last month in the Sept. 20 bomb attack of the U.S. embassy annex near Beirnt.

cism of himself.

ter on Friday to explain that he had not been referring to Mr. Carter.
But Mr. Carter said Saturday,
"I'm still disappointed. I lived for
four years with a Harry Truman sign on my desk — 'The buck stops here.' I think President Reagan lives with just the opposite philosophy — The buck stops everywhere else except the Oval Office.

world," Mr. Carter said.

ed States was "respected" in the Middle East during the Carter ad-ministration, said Mr. Reagan missponding to the bombing in

president said. "Then he compared it to fixing up one's kitchen and that's just the problem. That's no way to approach it.
"Finally, he complained that the

or vice presidency not to release tax calls "some fun" with Mr. Mon- cans have emphasized Mr. Monturns.

dale. Standing at the foot of a statdale's role in the administration of
Mr. Bush had asserted that the
ue of Abraham Lincoln in the IlliMr. Carter, whom voters rejected

But Mr. Mondale said of Mu Carter, "I'm proud of every day of my service as his vice president." Mr. Mondale, repeating a line that he used often in his successful battle in the Georgia primary, contended that he is part Georgian and that "anyone who can make a speech and blow gnats at the same time deserves to be president and I carned that in Plains." Mr. Mondale said he knows

at the Diamond Club Bldg.

"The president has a responsibil- Southerners better than Mr. Reaerners did not want the \$200 billion deficits that he said are driving thousands of farmers into bankruptcy and "saddling our children with the bills."

■ Ferraro Rejects Carter Link Maureen Dowd of The New York

Times reported from Pittsburgh; While Mr. Mondale was defending his association with Mr. Carter, Geraldine A. Ferraro said Saturday that the Democratic ticket on which she is running for vice president was not an extension of the

"It's not Carter-Mondale," she said, her mouth set and her eyes glittering with anger at a reporter's question linking Mr. Mondale with Mr. Carter. "It's Mondale-Ferraro. It's four years later. It's not 1980. That's what Ronald Reagan wants to rerun. We're not going to let him

In a speech, Ms. Ferraro criticized Mr. Reagan as trying to pass the blame for what she said were his mistakes on to Mr. Carter. She sharpened her attack on what she called Mr. Reagan's "outrageous mistakes" and "excuses" in dis-cussing the Sept. 20 bomb attack on the U.S. embassy annex in Leb-

■ Support of Blacks Expected Joe Pichirallo of The Washington Post reported from Washington. Several national black leaders

said Saturday they are optimistic that black voters will strongly support Mr. Mondale. A theme that emerged in speech-

es and interviews with black leaders attending the legislative week-end here of the Congressional Black Caucus Foundation Inc. is that blacks must put aside past differences with Mr. Mondale. Four more years of Mr. Reagan, they said, would be disastrous for civil rights and other black political is-

Coretta Scott King, the widow of the Reverend Martin Luther King Jr., the slain civil rights leader, said there was strong grass-roots sup-port for Mr. Mondale that was not being picked up by the media or public opinion polls. Mayor An-drew Young of Atlanta also said he believed that that blacks were closing ranks behind Mr. Mondale



Gold Medal

U.S. Senate Halts Debate On Civil Rights Measure

By Martin Tolchin

has crushed a filibuster by consermeasure, whose supporters want to attach it to a catchall spending bill. The 92-4 vote, in a rare Saturday

session, indicated the Senate was impatient with tactics that could hold up adoption of the spending bill, which is needed to keep most government agencies operating in the new fiscal year beginning Mon-An hour after the vote, the Sen-

ate unanimously approved a resolution that extends through Tuesday spending for a number of government agencies at current levels. A similar measure is pending before the House. The vote enhanced prospects the Reagan administration would not

have to begin the closing of government services, a maneuver that is often threatened but seldom done. The vote also improved the prospects that Congress would adjourn on schedule next Thursday.

The civil rights debate involves a

proposal to nullify a Supreme Court ruling that legislation banning sex discrimination by educational institutions that get federal funds applies only to specific programs that get the the aid, not to

The administration interprets the ruling to apply also to instances of discrimination on the basis of race, religion, national origin, age Supporters of the rights measure

said it was meant merely to restore the broad coverage that many a recipient of federal money that members of Congress say was in effect before the Supreme Court state government had violated feddecision. They hold that if a program is found to be discriminatory. tion on the basis of race, color, the government should deny funds to an entire institution, not just a or religion.

program.
"The issue is whether federal taxpayers' money will continue to be with President Reagan's "new fed-

the chamber before the vote.

tried to reach agreement on an im-migration bill deadlocked in a New York Times Service migration hill deadlocke WASHINGTON — The Senate House-Senate conference.

The administration has been vative Republicans on a civil rights pushing for a catchall spending bill without any extraneous amend-ments, and some officials have suggested that the president might

> Mr. Reagan has told congressional leaders he is willing to forgo the crime package, which he wants, to obtain a catchall spending measure without the civil rights measure, water projects, or any other mea-

Meanwhile, administration officials said all federal employees had been asked to come to work Monday morning. At that time, the administration will decide whether an acceptable spending bill is likely to be passed that day. If not, the em-ployees will be told to work only long enough to close their agencies

and return home after three hours. Employees covered by the four individual spending bills enacted into law will not be affected. Those bills cover the Departments of State; Justice: Housing and Urban Development; Commerce and En-

Plan Would Shift Power

Robert Pear of The New York Times reported from Washington: The Reagan administration plans to delegate some of the responsibility for enforcing federal civil rights laws to state officials in selected states.

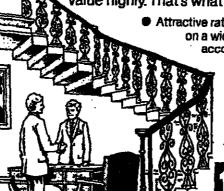
Under agreements drafted by the Department of Health and Human Services, state agencies would investigate complaints charging that had been channeled through the eral laws prohibiting discriminanational origin, handicap, age, sex

Administration officials said the transfer of power was consistent eralism" approach, which seeks to reduce federal regulation and to strengthen the role of state govern-

But some lawyers in the departtic week of procedural maneuver- ment have questioned the policy change, and civil rights advocates outside the government have sug-gested that it would be illegal for federal officials to delegate the re-

Saturday, turning back a strong bid by a black former judge. Senator J. Bennett Johnston, a Democrat, won easily against two Republican (UPI) er, is just be yourself." A more personal approach to private banking

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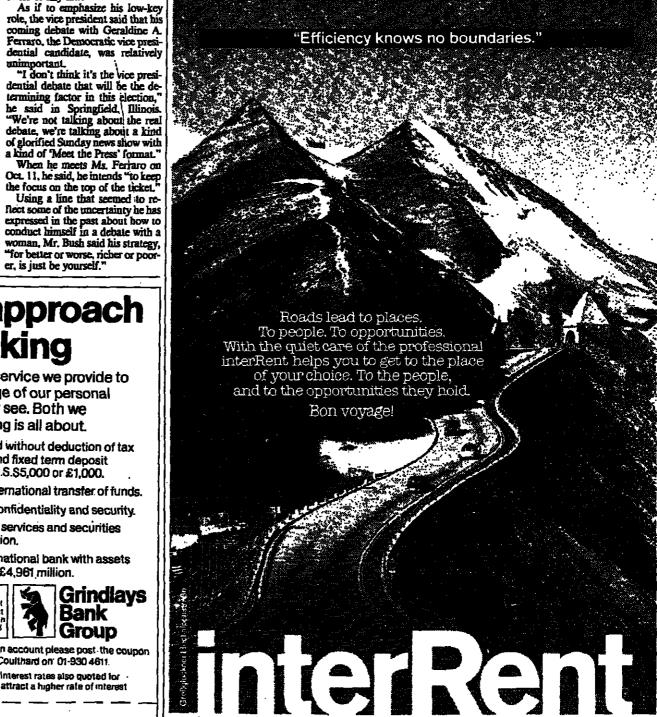
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Herald International Tribune Published With The New York Times and The Washington Post

A West German Example

acle — the 25 years when the economy worked in textbook fashion, achieving the magic combination of growth and full employment, stable prices and a large surplus on foreign trade? Well, much has changed. In this decade the country has seen nearly three years of recession, rising unemployment and a foreign balance in the red.

This has led to a labor belligerency not usually associated with West Germany. This year nearly half a million employees in the all-important metal-working industries went on strike for a 35-hour week. The avowed object was to help less fortunate workers back into jobs. But since workers' earnings would not have been reduced with hours, the outcome would have been highly inflationary, leading to fewer jobs, not more. The economy no longer seemed in a class apart. Had it caught the English disease?

In the end, settlement was reached at 381/2 hours. The cost-raising effects probably can be absorbed: Lost output is being made up, and business confidence seems to be returning. Recovery will probably continue through 1985, fueled by rising exports. Industry is taking advantage of the U.S. boom and the overvalued dollar, and is increasing

sales in the difficult Japanese market. The budget deficit has been cut from nearly 4 percent of gross national product only three years ago to less than 1.5 percent now, in stark contrast to the trend in the United States. By next year, state spending will absorb only a minute proportion of the nation's savings, against the massive drain into the U.S. Treasury. The object is to ensure that adequate finance is available for private investment, avoiding rising in-

Who remembers the West German mir-terest rates and a scramble for funds. Bonn has lately avoided pushing up interest rates in line with those of America, where rates are nearly twice as high. So the Deutsche mark has generally fallen against the dollar - but this has probably been worthwhile, though it has raised the cost of some imports. West Germany's main trade is not with the United States. With other countries, the exchange rate has not weakened.

The importance of low interest rates is great. The economic recovery is not likely to reduce unemployment much below the current uncomfortable 8 percent. Before jobs can be created, aging capital stock needs to be renewed and enlarged. This will not be easy so long as profits are low, equity capital is scarce and home demand is not buoyant.

It would not be right to pump up demand in a way that threatened West Germany's price record. This is now almost as near to zero inflation as you can get, which benefits the world because it obliges other countries to trim their financial excesses.

But it might be wise, now, to review the pace of the attack on budget deficits. Discounting the special, reversible, effects of the recession, the budget is probably already in surplus. Bonn envisages tax cuts in 1986 and 1988. There is something to be said for accelerating these, especially if the stimulus from American demand weakens.

The plea is not that a solitary West German locomotive should somehow pull other countries out of recession. It is rather that, by reducing its unemployment, West Germany should present an example, to the very different regimes across its eastern borders, of a successful market economy.

INTERNATIONAL HERALD TRIBUNE.

The Nuclear Diplomats

The Reagan-Gromyko conversation that began with professions of peace at the United Nations last week appears to have culminated in an "intense" and "aggressive" exchange at the White House. Those are the adjectives Secretary of State George Shultz used in his report, and it is not hard to fill in the nouns to which they apply.

President Reagan's message to the Soviet foreign minister and his fellow members of the Politburo must have gone something like this:

You may think I am stressing negotiation now to win votes, but I don't need you fellows to be re-elected. You will have to deal with me and my high military budgets for another four years, and even my opponent's defense budgets would not be much smaller. I've given higher priority to our buildup than to arms control because we are alarmed by the size of

your forces and the ways you have used them. But you are wrong if you think I don't recognize the danger of this arms race and don't yearn for real peace and reductions in nuclear weapons. I care deeply about keeping our competition under control. I want to see us cool the conflicts in Afghanistan, the Middle East, Asia and Central America and reach some solid arms-control treaties. You ask for deeds, not words, from us; I want deeds, not words, from you. We have put lots of ideas on the table. We have repaired our defenses and are ready when you are to get started again. Nor is it hard to imagine Mr. Gromyko's

equally impassioned responses: After almost 40 years of dealing with your country, I know something about U.S. politics and am not misled by campaign noises. But your administration has done more than change its tone. You have said it is we who cannot be trusted to keep agreements even though it was you who rejected an arms treaty and other arrangements made by your predecessors. You have not just criticized one or

another Soviet policy. You have threatened to try to break our economy unless we accept proposals that assure your freedom of action. You challenge our influence and friends not only in remote parts of the world but in the heart of Europe, along the lifelines for which we sacrificed so much.

We cannot renegotiate every agreement with every new American president and we cannot negotiate at all with an administration that refuses to respect us as an equal partner. We will match you weapon for weapon and cannot be made to beg for mercy. But if equality is the goal, we are ready to resume negotiation on arms and to settle what we can elsewhere. We, too, have made proposals, and we have

been ready longer than you.

Whatever the actual words, such attitudes underlie the Reagan-Gromyko encounter. They are sentiments that describe the essential deadlock more than they prescribe a way to end it. One need not subscribe to Mr. Reagan's Soviet policy to agree that the Soviet missile buildup in Europe and invasion of Alghan-stan became serious obstacles to arms-control diplomacy even before he took office.

Nor need one accept Mr. Gromyko's ten-

dentious account of the Cold War, at the United Nations, to appreciate how the Reagan team's bellicosity not only disrupted diplomacy but strock the Soviet leaders as a radical departure: a renunciation of the parity that is the basis of any deal to stabilize the arms race. Whether nuclear diplomacy can catch up with nuclear technology was a pressing question in 1980. Now it is a burning one. If President Reagan intended to use most of one whole presidential term merely to soften up the Russians, he has nothing to show for it. If he was warmly devoted to arms control from the start, why is it that late 1984 suddenly finds him working so hard to prove it?

- THE NEW YORK TIMES.

Other Opinion

Ambassador Ellsworth Bunker When President Eisenhower needed an amhassador to oversee U.S. aid to an India faced with appalling food shortages, he turned to Ellsworth Bunker. When President Kennedy needed a mediator to settle the explosive conflict between the Netherlands and Indonesia

When President Johnson needed an envoy to sort things out in the Dominican Republic, he turned to Ellsworth Bunker before sending him, at age 73, to a six-year stint in Vietnam When President Nixon needed a senior diplomat in the Middle East, he turned to Ellsworth Bunker, as he did in assigning him to negotiations for a Panama Canal Treaty. When Presi-

over the future of New Guinea, he turned to

Filsworth Bunker.

dents Ford and Carter needed a patient negotiator to see this epic treaty through to passage, both turned to Mr. Bunker.

"When the president calls on you to do a job, you do it," Mr. Bunker once said. His death Thursday diminishes the circle of distinguished citizens, often successful in other fields, who devote themselves to diplomacy.

"Ellsworth Bunker always had a soothing effect in a crisis," Henry Kissinger wrote.
"When one saw at the foot of the ramp that tall, erect, thin figure, immaculately dress if no suit of his would dare rumple even in the heat of Saigon, one knew there was no risk of failure from either excess or impetuosity or lack of dedication.

- The Baltimore Sun.

FROM OUR OCT. 1 PAGES, 75 AND 50 YEARS AGO

1909: A Look at Things on the Street NEW YORK — The old question, "How's the Market?" has given place to "How's the Street?" However, it comes to the same thing. Stocks in general closed unchanged or a fraction lower [on Sept. 30]. The military parade in connection with the Hudson-Fulton celebrations distracted the attention of traders and the public from the market. Mr. Frank A. Vanderlip denies a report that his health will compel his retirement from the presidency of the City National Bank. Mr. Charles J. Lawson was initiated a member of the Stock Exchange (on Sept. 30). He escaped with a light hazing. His father, Mr. W.S. Lawson, who he succeeds, said: "It was not so in my day; they nearly killed me." Mr. Charles W. Morse, commenting on his election as president of the Hudson Navigation Company, says: "No man is dead till the undertaker gets him."

1934: Russia's Gold Mines Keep Busy NEW YORK - Most American and British commentators have given qualified acceptance to claims of Soviet authorities that their country has increased its gold production to such an extent as to displace either Canada or the United States from the position of the second most important world producer, states W.F. Boericke, writing in the New York Herald Tribune. While definite figures on production have never been forthcoming from official sources, there seems to be much evidence available on the new plants installed, extent of mechanization and reported large shipments of bullion to Germany from Russia. Their hesitancy to supply the figures, but instead to speak glibly of an imposing increase in the number of plants that are employed in gold mining cannot fail to connote the impression of an industry endeavoring to set up a record.

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Reagan-Gromyko: A Modest New Start?

WASHINGTON — The main thing about the Reagan-Gromyko talks in New York and Washington is that they took place. They broke the ominous silence that existed between the two nuclear nations, with at least agreement that everything was at risk but that nothing had

been irretrievably lost. Andrei Gromyko took a very hard line in his private talks as well as in public. Diplomats who had observed him for years in Moscow felt that he seemed freer now to speak for his government and to vent his own anti-

Western prejudices. At 75, he is remarkably active, though his mouth is twisted, as if he had suffered a stroke. Nevertheless, he not only gave Secretary of State George Shultz all the time Mr. Shultz wanted, but he saw the Chinese foreign minister for six hours. This was the first time the foreign ministers of the two largest Communist nations had met since 1969, and here again Mr. Gromyko apparently took an unyielding position.
His 75-minute speech at the Unit-

ed Nations was a curious document actually two different speeches. The first part was a mixture of bad history and bad manners, blaming the United States for all the turnoil in the world since the last world war. The second part was nostalgia for the days when the United States and the Soviet Union fought together against Hitler, and it was highly supportive of the principles of the United Na-

In contrast, President Reagan's speech to the General Assembly was singularly lacking in his anti-Soviet, rhetoric of the past, but his private talk with Mr. Grosnyko was officially described as being forceful and direct, signifying no tangible progress. One official said, nevertheless, that

the Reagan administration would give the Soviet foreign minister's re-marks "the Kennedy treatment." This was a reference to the time in the Cuban missile crisis when President John F. Kennedy received two communications from Nikita Khrushchev - one aggressively intimidating and the other vaguely reassuring, or at least hesitating. Mr. Kennedy ignored the first and answered the second, which led to a compromise.

Administration officials are aware that many delegates at the United Nations, including the Russians, are skeptical of Mr. Reagan's more con-ciliatory attitude toward Moscow, re-

one American official, while conceding that Mr. Reagan's intentions were being questioned, observed that the president was so far ahead in the election that he had no political need to talk to the Russians.

His change of attitude toward the Russians was not as sudden as the press made out, this official said, pointing to Mr. Reagan's speeches before the General Assembly of June 17, 1982, and Sept. 26, 1983, and his vision address of Jan. 16, 1984. The official line now is that the By James Reston

president intended all along to change his tone, if not his policy, once rearmament enabled him to negotiate from strength."

This, of course, is precisely what bothers Mr. Gromyko. "All we hear," the Soviet foreign minister told the General Assembly, "is that strength, strength, and above all strength is the guarantee of international peace. In other words, weapons, weapons and

still more weapons." Mr. Reagan sought to indicate to him that in nuclear arms negotiations, including talks on "the militarization of space," the United States "would consider what measures of restraint both sides might take while restraint both sides might take while negotiations proceed

According to officials at the Unit-

ica's on Nov. 6 and Nicaragua's on

Nov. 4, lie possibilities of Central

American accommodation only

Start in Managua. The Sandin-ists, being Marxists of a sort, were

reluctant to allow elections before

they had strapped everything down. But international pressure forced

their hand and is now being applied

fair by the one test that counts: whether the opposition leader, Ar-

turo Cruz, an uncompromised dem-

ocrat who was a member of the first

Cruz: Government mobs sought to

break up an impressively large cam-

paign rally he organized last month

in Chinandega; and the govern-ment, having that day announced

the lifting of censorship, censored

But urged on by the Latin and

European Social Democrats whom

Mr. Cruz has cultivated, the San-

dinists are continuing ragged nego-

tiations with him over the terms on

which he might come in. Mean-while, by suddenly adopting the

text of a Contadora treaty (which

has no enforcement mechanism)

they are evidently trying to distract attention from the elections issue.

The potential importance of elec-

ally fair and whose results the San-

dinists then respect — cannot be exaggerated. They could give Nica-

raguans a government of their choice, head off the growing inter-nal war, and help deflate the whole

Switch to Washington. President

Reagan's critics warn that he may send in American troops after his

regional crisis.

-elections that are procedur-

La Prensa's account of the event.

Sandinist junta, takes part.

to make them make the elections

dimly perceived thus far.

by Mr. Reagan himself, differing from the State and Defense Department drafts, to imply that the United States might postpone its military space plans if Moscow reopened the other arms negotiations.

There seems to be little hope of serious progress in the weapons field before the November election, but conversations could take place in

For example, 1985 will mark the 40th anniversary of the end of the last world war and the signing of the UN Charter. As allies in that war and founding permanent members of the UN Security Council, both the Soviet Union and the United States could begin planning now to celebrate these events. Mr. Reagan and Mr. Gromyko talked about "a new beginning The old one, 40 years ago in the UN Charter, was not bad.

The New York Times.

Some Possibilities in Central America

expected re-election, that he has put

in place the facilities and forces needed for a major escalation (Ray-

mond Bonner, formerly of The

New York Times), that he will

"keep his secret war in Nicaragua

going no matter what Congress says

drawn. But they are music to the

I find these forecasts much over-

or does" (Edward Kennedy).

The importance of

Nicaragua's elections

cannot ve exaggeratea.

ears of foreign-policy heavies in the

Reagan administration, who hope the Sandinists believe every word.

edging closer to Mr. Reagan on key Nicaragua questions — though not

on support of the "contras." Accepting without cavil the adminis-

tration contention that the Sandin-

ists have been exporting revolution, he told The New York Times that if the Sandinists did not accept a

good-faith negotiation aimed at a

he would "quarantine" Nicaragua

(IHT, Sept. 19). Whatever that means, it suggests a widening band of cooperation between Mr. Rea-

gan and mainstream Democrats.

Even the differences on the issue of the "secret war" are starting —

just starting - to wash out. It has

occurred to some congressional op-

ponents of the CIA-supported op-

eration in Nicaragua that, with the

terms of the Nicaraguan elections

still unsettled, this may not be the

right moment to take the heat off

eral nonintervention agreement,

Meanwhile, Walter Mondale is

WASHINGTON—In the swirl of two sets of elections, Amer-

A Risky U.S. Game On the Cuba Accord

By Wayne S. Smith

WASHINGTON — Twenty-two years ago this month. John F. Kennedy and Nikita S. Khrushchev Are the Russians violating the agree. reached an understanding that ended the Cuban missile crisis, and the world, which had stood at the brink of war, heaved a sigh of relief. Since then, every American president has taken that understanding as a deadly serious matter. Now, however, the Reagan administration seems intent on questioning its validity.

The president and his associates apparently wish to free themselves of the restraints imposed by the accord. In the process, they may open a Pandora's box of new tensions and uncertainties in U.S.-Soviet relations.

On Sept. 14, 1983, President Reagan stated categorically that the un-derstanding had been "abrogated." He did not say how, nor subsequently could his aides say what he meant. The president's statement was followed in February by the incredible assertion of his friend, former Gover-

nor William P. Clements Jr. of Texas, a member of the Kissinger commis-sion on Central America, that there had never even been a Kennedy-Khrushchev understanding - merely two unrelated messages that passed each other like "ships in the night."
More recently, at the Republican National Convention, Jeane J. Kirk-

patrick referred in passing to Cuban facilities that "enable Soviet nuclear submarines to roam our coasts." If that were true—if Soviet submarines were indeed operating from Cuban ports—it would mean that the Soviet Union was violating the 1962 under-

standing on a regular basis.

Now, to add to the confusion, the president's General Advisory Committee on Arms Control charges in a report soon to be released to Congress that the Russians violated the understanding from 1970 to 1974 by deploying missile-carrying subma-rines in Cuban waters.

Which of these assertions should we believe? Has the understanding been abrogated? Or was there never

Managua. Certainly the next Con-

gress might not be as ready as this

one to cut the CIA out of the action

if, meanwhile, the Sandinist regime had run what most people regarded

Americans disagree about sup-

porting an armed intervention in

another country, and as long as the Nicaragua debate is focused on the

secret war, tensions will be high.

Only hard-line Sandinist apolo-

gists, however, differ on the issue of fair elections. This is an issue tailor-

made for a bipartisan approach,

and it is playing right into the hands of Ronald Reagan. The administra-tion will be able to argue, if Mr.

chance, that the Sandinists have left

no alternative but further support

Looking one way, then, the San-

dinists may see a re-elected Ronald

Reagan released from the restraints

that limited his military options

earlier. They cannot be sure that the

popular, political and bureaucratic

resistance to a U.S. combat involve-

Latin democratic sentiment is

cooling to them and warming to El Salvador under President José Na-

poleón Duarte, who now seems as-

sured of greater U.S. support. The

Cubans and Russians are telling

them that, in the clutch, they are

Looking another way, the San-

dinists can see an electoral chal-

lenge from Mr. Cruz, who has two

maior advantages: He calls Nicara-

guans back to the original and, it

appears, still popular democratic

and pluralistic promise of the revo-

lution, and he capitalizes on popular discontent with the regime's per-

formance over the past five years.

The Washington Post.

on their own.

ment would still be substantial.

of the Nicaraguan insurgency

as a Soviet-type election.

ment today, or did they violate it from 1970 to 1974, but not today? The answer is none of the above An understanding most certainly ca-

ists, and it has not been abrogated The core of the understanding is outlined in a message sent by Mr. Khrushchev on Oct. 26, 1962, and in Mr. Kennedy's response of Oct. 27. The terms of the understanding were clear: If the Russians would remove their offensive-weapons systems from Cuba, the United States would lift its naval blockade and promise not to invade.

That was the sum of it. There was no prohibition on the station conventional forces in Cuba No. mention was even made of the 20,000 Soviet ground forces there at the time

Nor was there any stipulation that Cuba refrain from encouraging revo-lution elsewhere in the hemisphere President Kennedy certainly understood that the United States would have to contend with what he called "the export of aggressive Communist purposes," but he also understood that it should not be dealt with by threatening nuclear war.

President Richard Nixon was fully committed to the understanding No-ticing in 1970 that the Russians were constructing facilities in Cienfuegos. Cuba, for the apparent purpose of servicing nuclear submarines, the Nixon administration insisted that this would be a violation of the accord and demanded that the facilities

be dismantled. They were.
Washington and Moscow agreed at
the time that isolated port calls by
Soviet submarines would not be considered a violation, but their servicing in or operation from Cuban ports would be. Apparently to assert their right to do so, the Russians sent a submarine into a Cuban port in 1972, and another in 1974. The United States was aware of those calls and did not consider them a violation of the agreement. Since 1974, there have been no Soviet nuclear-missile submarines in Cuban ports except for one towed in briefly in distress. Both Mrs. Kirkpatrick and the General

Advisory Committee are wrong.
The Carter administration also regarded the accord as binding in 1978, it questioned whether the addi-tion of MiG-23s to the Cuban Air Force was an infringement, but it concluded that no violation was involved since the planes were not ca-

pable of carrying nuclear weapons. What, then, does the Reagan administration hope to gain by que-tioning the validity of the understanding? It can only lose by doing so. Accusing the "evil empire" of violations may seem to be good propa-ganda. But if Moscow were violating the understanding. Washington would need to do something about it.

Were Soviet submarines really as-ig Cuban facilities, Mr. Reagan's duty would be clear - to demand that Moscow either put a stop to it or face another Cuban missile crisis. No such demand has been made. One can only conclude that Mrs. Kirkpatrick's statements are untrue - or il the president is being had by Moscow. The administration cannot have it both ways.

And what can the United States gain by suggesting that the under-standing is no longer binding? The administration can hardly wish to open the way for the positioning of Soviet offensive weapons in Cuba Must we assume, then, that it wishes to remove any obstacles to a U.S. invasion of Cuba? That would clearly be a dangerous game. An invasion would be an exceedingly bloody af-fair costing thousands of American lives even if the Russians did not come to Cuba's assistance - and we cannot be certain they would not.

The writer, chief of the U.S. interest section in Havana from 1979 to 1982, is a senior associate at the Camege Endowment for International Peace. He contributed this comment to The New York Times.

Abortion: More Than One Civilized View

N EW YORK — Abortion has always seemed to me an issue of law and morals so complex, and so deeply felt, that opposing views de-served respect. I respected those who considered it a base act. I respected those who saw the decision as the woman's to make.

The 1984 election campaign has put those feelings under severe strain. in me and I suspect in others. For the opponents of abortion have resorted to such outrageous tactics that they have just about lost their entitlement

What is so repellent about the anti-abortionists' campaigning is their certainty. They are so sure they are right that any tactic is justified. The end justifies the means. We see people who claim to be moved by love of life going to Geraldine Ferraro's rallies and holding up signs that say "Mondale-Ferraro Death Squad" or that show three small tombstones and the words "Gerry's Kids."

The bishops and lesser clergy who are pressing the abortion issue tend to use a more philosophical tone. But the bottom line is about the same: Abortion is self-evidently evil and recognized as such by all moral individuals; if you do not agree, or even if you do but think others are entitled to differ, you are in favor of murder. Thus Monsignor A.V. McLees of

St. Albans, New York, wrote to The New York Times that abortion has been "considered immoral by the great majority of civilized people, not for religious reasons only but for the same reasons that murder is immoral or stealing is immoral: They are condemned as being opposed to the wellbeing of the community."

Is Italy, then, to be put down as

By Anthony Lewis

uncivilized? That glorious country, which happens to be overwhelmingly Roman Catholic, allows abortion under a statute approved by national popular referendum. The law permits abortion on various grounds in Britain, France, Spain, Portugal, Greece, and other countries. All uncivilized?

If civilized attitudes are to be the test, what are we to say of men who insist that women who become pregnant as the result of rape must bear the child? Many of the anti-abortion zealots go that far. The assertion that there is only one

civilized view of abortion is not only wrong as a statement of fact. It is also quite wrong about the attitudes of millions of decent people in the United States, including large numbers of Catholics and other parishioners. Polls have repeatedly shown a majority of Americans against the demand to outlaw all abortion; but at a minimum, opinion is sharply divided.

To insist that the reality of diverse

opinion on this extremely difficult question be overridden to write one view into law is exceedingly dangerous. Merely to state the proposition is to demonstrate how divisive a notion it is, how threatening to the political tolerance that is essential to democracy's workings.

Abortion should be "the key issue" in American politics. Archbishop Bernard F. Law of Boston and 18 Catholic bishops of New England said in a statement in September. My guess is that not many Americans would agree.

The priority that the anti-abortion-

ists give to the issue rings not of

politics in the usual American sense but of fanaticism. And the price of that can be extremely high. History has too many bloody examples of suspicion and hate generated by

those who wanted to impose their certainties on others. The United States is on the whole a pragmatic country — which is why its form of government has lasted. And so I find the rise of the anti-abortion fanatics a puzzle. When the issue has been fairly well

settled by compromise in so many other countries, why should Americans be riven by strident demands for an absolute answer? For zealotry to be made a test of

political acceptability is alarming. The Reagan administration has al-ready indicated that correct views on abortion are to be a standard for judicial appointees.

To demand belief in a particular doctrine — to demand it of judges or candidates for president - is as profoundly wrong as it would be to de-mand membership in a particular religious denomination The framers of the U.S. Constitu-

tion wrote in Article VI: "No religious test shall ever be required as a qualification to any office or public trust under the United States." The New York Times.

Letters intended for publication should be addressed "Letters to the Editor" and must contain the writer's signature, name and full ad-dress. Letters should be brief and are subject to editing. We cannot be responsible for the return of unsolicited manuscripts.



Ferraro and the Church

LETTERS TO THE EDITOR Matters of Life and Death first letter to a newspaper at age 76. The author seems to prefer Casho.

Regarding "Pro-Life, but Selective- lics running (or office not only a ly" (Letters, Sept. 11):

sons perceived to be in their own interest or that of the unborn, determine that an innocent human shall be

denied the right to life. In the second, a society, through its legal and juridical systems, acting on its belief in what is in the common good, concludes that a criminal has, by his own action and volition, forfaited his right to life.

JEANNE ESQUIVEL Estorii, Portugal,

editorial has moved me to write my

In response to "Whose God Shall Rule" (Sept. 18): This distressing New York Times

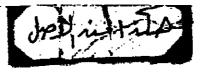
ignore a principal tenet of their ref The essential difference between gion, but to vote for abortions in abortion and capital punishment is certain cases. These clastic Catholic clear In the Country of clear. In the first instance, a single or are not risking being burned at the perhaps several individuals, for reaare simply risking not being chested because they stuck to their principles The editorial asks, "If it were the duty of Catholics to forbid abortion

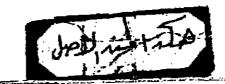
even if other faiths deem it to be permissible, then why not also forbid birth control and divorce? Birth control does not desire?

life in being and neither does diverted in being and neither does diverted put an end to the lives of its principal victims, the children, though usually they are spiritually mained by it. He point here is the suppression of lives A. ROEBLING van der ELST.

Biot, France

(Continued on Page 5)





i. Game

steading to recting to rectify Remarks of the work of the 1970 to 1974, but they work to Ment is the fat the following derstanding many contains ad it has not been arrested ne of the independence some as a message sent by No. 1 the con-My's response of Oct. 2 of the understanding are If the Russian would be the offensive-weapons system

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remarks "totally out of place."

In Haiti, Duvalier Sends Out Mixed Signals for Improvements in Human Rights By Joseph B. Treaster
New York Times Service aging development in human rights, the Duva-PORT-AU-PRINCE, Haiti — Over the past lier government acknowledged in early Septem-year, President Jean-Claude Duvalier has prom-ber that five men who had disappeared 18 ised some dramatic improvements in human months earlier had been in police custody. On Sept. 20 they were convicted in a public trial of But he has retreated nearly as often as he has having taken part in "activities against the secu-advanced, with little net gain for the six million rity of the state" and sentenced to life in prison.

Haitians, who live in fear and poverty in a police A foreigner who has been doing business in state created more than a quarter of a century Hairi for years called the disclosure of the arago by the president's father, François "Papa Doc" Duvalier. rests and the subsequent trial "a big plus."

After an exhibitanting few months in which the No one knew where these people were or 32-year-old president promised "free, honest whether they were dead or alive," he said. "Un-der Papa Doc they would never have been heard and clean" elections for a National Assembly and issued widely publicized orders to end arbiof again. The father never used the Palace of trary arrest, torture and other abuses by the Justice. There were no trials for people like security forces, the editor and publisher of a weekly newspaper was arrested and beaten up.

The diplomats said Mr. Duvalier was holding 40 to 50 political prisoners in his jails without charges. The president and other senior government officials refused to talk to a reporter. But a government spokesman, Guy Mayer, the third-ranking officer in the Ministry of Information L'Information. But diplomats have noted that and Public Relations, said Haiti had no political the newspaper has been far less critical of the

there is a marked difference between the country now and under the rule of the elder Duvalier, who tolerated not a hint of opposition.

He died in 1971 and passed on the selfproclaimed title of president-for-life to his son, then 19. The younger Duvalier has said he wants to "liberalize" Haitian society and to improve living conditions in a nation where malnutrition and disease are rampant and nearly 80 percent of the people can neither read nor write.

The diplomats and Haitians say that as far as is known there have been no political murders in the last two or three years. A diplomat said, however, that where the regime "perceives a threat, it moves against it."

In a first experiment with liberalization, Mr. Duvalier loosened restraints on the press in the late 1970s. After a while some members of the small business community said that the journalists were inciting labor unrest. In 1980, Mr. Duvalier exiled more than 20 journalists and other critics, saying they had been implicated in a communist conspiracy to destabilize the gov-

risoners.

There was little movement on human rights
Diplomats and many Haitians say that while after that until the United States and other

Western nations began threatening last year to Security, the militia that functions as an intellicut off foreign aid.

Some diplomats say they believe the Haitian government's fluctuation on human rights reous sides and influential businessmen who believe that their positions and possibly the stability of the government may be jeopardized by loosening controls.

Mr. Mayer said a struggle "does not exist." "The president decides policy," he said. "Lib-eralization has always been one of the constant parts of the policy of the president-for-life."

At the turn of the year, Mr. Duvalier began a series of trips into the countryside encouraging people to vote in elections for the National Assembly and giving assurances that there would be no government interference.

The elections were the first in memory in which there were no designated official candidates. Two-thirds of the 59 incumbents were defeated, but their replacements were politically indistinguishable from them.

In March, the president sent letters to the minister of justice and the heads of the security forces; including the Volunteers for National

gence service.

Mr. Duvalier told the officials that he was

trying to bring about "a liberal and democratic flects a struggle between Mr. Duvalier and vari- society" and that that demanded "respect for civil liberties."

In one letter, which, like the others, was published in newspapers and read over radio stations, he said "the police are strictly forbidden to physically torture or to perpetrate physical violence at the time of arrests, investigations,

questioning and thring detention."

In April judges in a northern town went on strike when military authorities refused to honor their order to release a detainee. The government saw that he was freed and the judges went back to work.

By then, diplomats said, criticism of the government and of conditions in Haiti had begun to appear in some newspapers.

In May riots broke out in five towns beyond the capital. Diplomats said contributing factors included a drought that reduced food supplies for an undernourished population, rising food prices and cutbacks in public works programs that added to the usual unemployment level of more than half the work force. Moreover, the issuing his letters, Mr. Duvalier would not per-

mit the police to abuse them if they expressed their desperation. At least three people were killed in the riots, but diplomats said they believed the govern-

ment demonstrated restraint in restoring order. Within a few weeks the government cracked down on the press, arresting Mr. Auguste, Dieudonné Fardin, editor of the weekly Petit Samedi Soir, and Grégoire Eugène, head of the small Social Christian Party and publisher of a weekly political journal, Fraternité. Mr. Fardin was released after a few bours; Mr. Auguste was beaten and released, and Mr. Eugène was placed under house arrest.

On July 4, diplomats said, Hubert DeRonceray. Haiti's representative to the United Nations Educational, Scientific and Cultural Organization, who had criticized the government in interviews with European journalists and Hai-tian exiles, was also placed under house arrest.

Sylvio Claude, the leader of the Haitian Christian Democratic Party, went into hiding. The police said Mr. Eugène and Mr. DeRonceray were freed Sept. 23, The Associated Press

Thousands In Germany Join Protest Of NATO

and another went into hiding.

government since its reappearance.

two other critics were placed under house arrest

ing beaten, the editor, Pierre Robert Auguste,

was permitted to resume publishing his weekly,

In early August, about two months after be-

By John Tagliabue
New York Times Service

FULDA, West Germany -week of protests designed to disrupt North Atlantic Treaty Organization maneuvers has ended with an anti-nuclear arms demonstration by tens of thousands of people.

The police estimated that 20,000 to 30,000 people formed four hu-man chains Saturday along roads linking Fulds with nearby U.S. military bases. Other protests last week, in which some demonstrators penetrated U.S. Army installations and damaged materiel, led to the detention of more than 100 people and touched off bitter recriminations that have soured relations between U.S. military commanders and local political leaders.

The week's activities also cast the role of the opposition Social Democratic Party within the anti-nuclear arms movement in a new light. Though pledging strict allegiance to the Atlantic alliance, the Social Democrats have moved increasingly in recent months to support the anti-nuclear movement, which has shown indications of decline.

Several hundred demonstrators gathered Saturday under summy skies at Wildflecken, which has a population of 450, near a U.S. Army artillery firing range where on Friday the police arrested dozens of demonstrators who sat down on howitzer firing ranges. The proheard speakers conclude from the growing military buildup in the Fulda area that the United States sought to transform NATO's defense doctrine into an

offensive military strategy. The Hulda area, a rural region of rolling hills and small farms, is of considerable strategic significance to NATO military planners. The Fulda Gap, a valley, faces the so-called Thuringian balcony, a panhandle of East German territory protruding into the West that has been long considered a possible staging area for a swift westward attack by East bloc forces intent on occupying Western Europe.

On Friday the interior minister of Hesse state, Hans Winterstein, responded to charges by Lieuten-ant General Robert L. Wetzel, commander of the U.S. Army's 5th Corps, that "anarchists and criminals" were damaging army proper-ty, by stating publicly that "we are the allies of the United States, not their vassals."

Mr. Winterstein, like Premier Holger Borner of Hesse, a Social Democrat, called General Wetzel's



A Soviet crew on Saturday laid the last rail in a new railway line across eastern Siberia.

Last Section of Track Is Put in Place For 2,000-Mile Railroad in Siberia

By Celestine Bohlen

Washington Post Service MOSCOW - The last link has been laid in the Soviet Union's "project of the century," a 2,000-mile (3,200-kilometer) railway line from Siberia's Lake Bankal to the Pacific coast, the Soviet press agency Tass has reported.

The linkup of the Baikal-Amur Mainline, which

runs through the rugged, mineral-producing zones of eastern Siberia, came Saturday, more than a mouth before its revised deadline, the Nov. 7

Laying of the last section of track took place in the 544th mile of the route, on a woodland stretch at the "previously unknown" Balbukhta station, Tass said. Official driving of a golden spike is scheduled for Monday.

Trans-Siberian Railroad, is expected to have significant economic consequences for the Soviet Union. It is counted on to boost exploitation of coal, copper and other mineral deposits, open up w timberlands and spur Far East development.
The line is 111 to 310 miles north of the sensitive Soviet-Chinese-border and will supplement the overloaded Trans-Siberian Railroad that closely follows the border for bandreds of miles.

aniversary of the 1917 revolution.

Leonid I. Brezhnev, reviving plans formulated in the czarist era and revived under Stalin. The origirailroad still lies ahead. Almost a third of the line is in use, Tass quoted the construction chief as sayproblems, set back the schedule.

Considered one of the world's biggest construction projects, the line passes through vast areas of permafrost in one of the world's most seismically active regions. It crosses five mountain ranges and 17 rivers, and has four numels, one 9.3 miles long.

18 Nations Agree to Curb Acid-Rain Pollutants

By Iain Guest International Herau Grammer GENEVA — Eighteen govern ments, including the Soviet Union and Canada, have committed themselves to a 30-percent cut in emissions of sulfur dioxide by 1993

in an effort to reduce pollution from acid rain. Britain and the United States declined to join the

The pledge was made at a meeting here last week of the 34-nation United Nations Economic Commission for Europe.

an agreement that follow-up discussions would be held on incorporating the 30-percent cut into the legal framework of the first Convention on Transboundary Air Pol-The convention was negotiated

UN commission and now has 30 States and the Soviet Union. If the follow-up discussions are successful, delegates said, a new protocol could be signed in Finland

next summer. Delegates expressed confidence that the commitment by the 18 na-tions would boister a growing international campaign against acid rain. This form of pollution, in which sulfur dioxide reacts in the atmosphere to form mild sulfuric acid, has devastated lakes and for-

sion in both Eastern and Western Europe. There are enough governments involved to make a sizable contribution to overall improvement, said Erik Lykke, a director-general in Norway's Ministry of the Envi-

esis throughout central Europe and

Canada and caused political divi-

the United States might block agreement in the coming talks. mental and scientific affairs, said

that while the United States "ap-plauds" efforts to combat air pollution, there were still too many uncertainties about the cause of acid rain and its effects for it to endorse the 30-percent cut or the 1993 tar-

Mr. Marshall added that the United States had reduced its emissions of sulfur dioxide by 26 per-cent between 1973 and 1982.

In a similar statement, Martin Holdgate, the British delegate, said that Britain accepted a 30-percent reduction "as an aim of policy rath-The meeting ended Friday with er than a formal commitment," but not before the end of the 1990s. Britain has reduced sulfur diox-

ide emissions by 20 percent since 1980, but as in the United States, some of this decline is attributed by environmentalists to reduced production by industry. There was in 1979 under the auspices of the speculation that neither Britain nor the United States wanted to make a legally binding commitment that would curb industrial output.

The 30-percent cut was first proposed by Canada and the Scandinavian governments in 1983, after

Eastern Europe, where air pollu-tion appears to have put the Soviet produced by coal-burning factories was a major cause of acid rain. The Union at odds with its allies. studies also found that acid rain This year, according to Soviet delegates, industry in the Soviet Union will produce 25 million tons could be carried long distances by

According to Canadian esti-mates, 4.5 million tons of sulfur dioxide arrived in Canada from the United States last year. A Canadian delegate said that the damage caused by acid rain was equivalent to 8 percent of the country's gross

national product. A report by the UN commission this year warned that monuments and stained-glass windows throughout Europe were at risk. West European countries agree-

ing to last week's commitment are Austria, Belgium, West Germany, Denmark, Norway, Finland, Sweden, Switzerland, France, Luxembourg, Liechtenstein, Italy and the Netherlands.

Sweden holds Britain partly responsible for the fact that 18,000 of its 96,000 lakes can no longer sup-The divisions are equally acute in

on high-sulfur coal. The increase in air pollution

caused by its neighbors gives the Soviet Union an interest in international controls. It has been joined in endorsing the 30-percent cut by East Germany, Bulgaria, and

of sulfur dioxide, of which all but a

million tons will drift eastwards to

Siberia and fall on Soviet territory.

from Czechoslovakia, East Germa-

ny, Poland, and Hungary, where

dustry is still largely dependent

Four and a half million tons will be carried into the Soviet Union

Opening of Grenada Airport The Associated Press

ST. GEORGE'S, Grenada --Grenada's international airport will open to civilian aircraft Oct.

Priests Formally Regain Sikh Shrine

By William K. Stevens New York Times Service NEW DELHI — The govern-

ment has formally handed over control of the Golden Temple, the holiest shrine of the Sikh religion, to a committee of five Sikh priests. It was announced last week that

to the governor of Punjab, K.T. deployment figures. At the same time, delegates ex- Satarawala, handed over the keys pressed concern that Britain and Saturday to the Toshakhana, one the United States might block of the major shrines in the temple complex, and Sikh worshipers were Both countries have been blamed allowed in. In a symbolic act, by neighbors for causing acid rain.

Harry R. Marshall Jr., a deputy iton of the Sikh holy scriptures inassistant secretary of state for side the Akal Takht, the temple oceans and international environheadquarters.

The priests operated the temple

in Amritsar before the Indian lowed militants to take over the Army invaded it June 5 to dislodge Sikh militants, with the loss of at

temple and use it as their base.
The temple priests had vowed to least 600 and perhaps as many as tear the Akal Takht down again if 1,000 lives.

struction, on Saturday castigated tation for greater Sikh autonomy, the temple priests for having al-

Unusual Flood Washes Away Oregon County's Prosperity

By Wallace Turner New York Times Service

LAWEN, Oregon — People tended to look away from the natu-ral disaster as it advanced on the

Lawen post office and general store, said: "When we moved in water. That was the first I heard

moved away. Now the solid, 80- now cover about 160,000 acres year-old store building where Mrs. (64,000 hectares). In past years Moore and her two older sons live they covered 45,000 acres.

ter is almost unusable. Shirley Moore, who runs the Down a nearby road, a power last spring, it wasn't a week until the roadway disappears into a lake, has been nothing sudden about the moving out because of the high ings jut up from the waters of the water. That was the foot I have th

has started to twist apart as water
Because the water rose gradually

causes shifts in the soil. The base over six years, ranchers were un-ment is flooded. The toilet is about able to collect on insurance, nor Certainly they hid it from strang-to quit as rising water invades the have they been able to get federal septic-tank field, and her well wa-disaster-relief programs for flood victims. :

"Sudden" is a word that appears

Malheur and Harney Lakes, which in walking distance for Mrs. bout it."

spread after a series of unusually Moore's two girls was closed in Most of her customers have wet years. Combined, the lakes May because the waters of Malheur

lives in a house trailer near a Somehow.

that the centuries had reduced to ask. one, Harney Lake, which was economic disaster for the county. narrow channel to Malheur Lake, tion. which was full of reeds and, in season, of migratory water fowl. The Malheur National Wildlife cuts in woodworking operations at Refuge was established there by President Theodore Roosevelt.

money to buy the Thompson Ranch. He had 1,800 acres of having meadow in the old lake bottom for winter feed for his 700

"I tell you what I had," he said. "And I tell you what I got left.
"I was offered \$1.3 million for my ranch in the spring of 1979, by this realtor with his buyer with the money," he said. "I was too smart to sell. And I'm broke today. That's how simple it all is."

timeters) deep in his home and million-dollar expense.

Lake had flooded its grounds. The farm buildings. He had to move girls have gone to live with their away from his home last March, father while he fulfills a highway and he still owes three more annual maintenance contract 100 miles payments on his mortgage. He in-(162 kilometers) west of here and tends to pay off the ranch, he says.

With 10,100 square miles (26,200 Until the water level began square kilometers), Harney County climbing in the late 1970s, a thrivis one of the largest counties in the ing cattle ranch community existed nation, and its 7,250 residents have on the floor of a prehistoric lake all the elbow room anyone could

usually so dry it was a source of The 30 flooded-out ranches repredust clouds when the winds rose, sented a significant slice of the lies to the west and is joined by a county's livestock breeding opera-

the mills in Hines. The county has resident Theodore Roosevelt. lost 1,000 people, one-eighth of its In 1973, Don Obie borrowed the population, since 1980, a county official said.

People resent the U.S. Army Corps of Engineers' decision not to reopen a 17-mile channel that would drain the lake into the south fork of the Malheur River, which discharges into the Snake River 100 miles east of here.

Since settlement here in the 1870s, the channel now filled with silt, has not been needed. The engineers' decision was based on the judgment that too few people were Water now is four feet (121 cen-involved to justify the multi-

LETTERS TO THE EDITOR

After the Euphoria

Howell Raines, in "Staging Reagan: The Campaign as Ad Campaign" (Sept. 24), asserts that Walter Mondale's "issues" campaign is old hat and that Ronald Reagan's "politics of mass communications" is the wave of future elections. But once the artificial euphoria

disappears and the economic realities emerge, people will again re-SCOTT GORDON. Freiburg, West Germany.

The Proper Honorific

The fact that I disagree with William Pfail's contention (in "A Meeting Held to Hold a Meeting," Sept. 24) that Reagan-Gromyko and Mondale-Gromyko meetings anyone else. What differences exist are nothing to brag about. the point. What struck me was the thing assertiveness of the writer in speaking of "Senator Mondale."

While Walter Mondale was indeed a senator, it is incorrect form to refer to him as "the senator" and Senator Mondale." He was elected vice president in November 1976 and has not since returned to the Senate. He should therefore be referred to as "Vice President Mondale," "former Vice President Mondale " "Walter Mondale" or

even "Fritz Mondale." This improper application of honorifies does not lend credence to the writer. Rather, it makes him seem out of touch with contemporary events -- as out of touch, say, U.S. Drug Enforcement Adminis-

as someone who would suggest in a tration continues its efforts for anmeeting, however symbolic, between representatives of the world's two most powerful nations could be anything as useless as "a meeting held to hold a meeting."

ALLEN FEUER.

Paris.

What Sacrifice?

In response to the opinion column A Salute to Candidates Hard Done

By" (Sept. 1): Easy on the fife and drum, will you? I read David S. Broder's fairy-tale theory of what great and self-less people are candidates for office. I have another theory and it runs this way: Candidates for office are not much different from

Only in fairy tales does fortune favor the virtuous. A man of Mr. Broder's age should know that. Still, why should these wealthy. comfortable achievers let themselves in for so much grief? Why should they endure the abuse of a thankless public? Could money,

GRAHAM BETTS. London. The Fight Against Drugs

have something to do with it?

power, privileges and recognition

Regarding the series "A World of Drugs" (Sept. 18-20) by Joel Brinkley and Alan Riding. It is safe to predict that if the

nuclear age such as ours, that a other 20 years — even with vastly increased funding — it will not make 10 cents worth of difference.

An item in the April 7 "American Topics" column stated that the biggest cash crop in the United States in 1983 was marijuana. The estimated value of this crop was almost \$14 billion, tax-free. Al Kamen of The Washington

Post reported July 2 that a U.S. district court judge, William B. Bryant, refused to send a recidivist female drug addict to jail because he saw no point in doing so. The judge said that one answer would be to legalize heroin for addicts. "The only answer is that she be able to get whatever she's addicted revenues in taxes. to - that's the answer - without

N.R. Kleinfield, in a Sept. 18 report, "Liquor Industry Responds to New Sobniety in U.S.," says that America is drinking less. Prohibition had to be repealed

because it was unworkable and

generated vast illegal forumes. But

in the nearly 51 years since repeal.

Americans have not drunk themselves to death. The only long-term answer to the

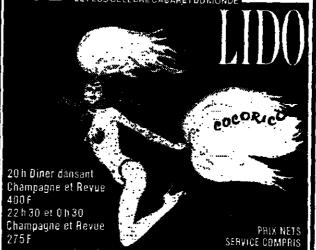
problem of dangerous drugs is lealization and standardization in other words, stable control on exactly the same lines as those on tobacco and alcohol. This achieves two immediate results: It wipes out the organized crime often behind the industry and it raises enormous

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WORLDWIDE ENTERTAINMENT



sent into the state of Punjab on June 2 to combat Sikh guerrillas with milk mixed with water from the temple's holy tank, or pond, all stroops had been withdrawn June 2 to combat Sikh guerrillas with milk mixed with water from the temple, but the last token had returned to their posts in other the temple's holy tank, or pond, group of soldiers withdrew Saturstates. He said the only troops rewhich surrounds the inner temple. maining in the state were those nor-The army does not disclose troop priests.

priests charged that the Nihangs on Saturday. Foreigners, except for were acting as agents of the govern-

1,000 lives.

An official spokesman said Satday the head priest, Jathedar Kirurday that most of the army troops pal Singh, consecrated the recon-

deployment figures.

The Akal Takht, which was severely damaged by gunfire, has been reconstructed in the last few erannent in New Delhi, and normal weeks by members of the Nihang political processes remain suspendsect of Sikhs in defiance of orders ed. Press censorship in the state from the temple's high priests. The was extended for two more months

The act was taken as a sign of conciliation on the part of the

are still forbidden to enter the state. Baba Santa Singh, the Nihang The leaders of Akali Dal, the chief who supervised the recon-Sikh political party that started agi-

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INTERNATIONAL ADVERTISING

A SPECIAL REPORT

MONDAY, OCTOBER 1, 1984

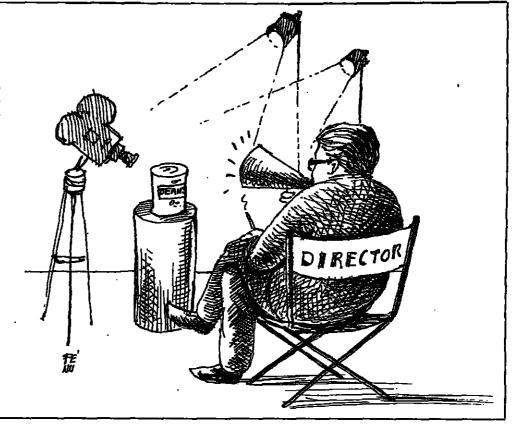
Page 7

Compaditions June de Velouis.



Subtle differences: Parker pen campaigns in France and the United States.

SHORTLY AFTER people invented the widget, they invented advertising campaigns to draw down their widget inventories. Now we have the world widget - products such as soft drinks, cigarettes, blue jeans — and so, perhaps, the international advertising campaign for widgets. The concept of "world brands" is not without controversy, and it has been discussed at length in newspapers and magazines recently. Some people in the advertising and marketing businesses are hailing world brands, and international advertising campaigns, as a revolutionary concept; others are saying the idea is not really new, and is being oversold. There are undoubtedly brands that sell internationally, but can they be sold internationally with the same campaign? Can one consider an advertising campaign with minor variations from country to country (slightly different pictures, slightly different texts) a truly international campaign? Is the world ever one mass market?



The First Question: Does It Exist?

By Tom Sutton

PARIS — The best estimates of the sum of advertising expenditures around the globe now exceed \$130 billion a year. While such large financial support to inform people about products and services and to persuade them to buy should be evidence enough that advertising has developed a strong voice internationally, a closer look must raise some questions and doubts. Is international advertising real or a

phenomenon of the imagination; is it fact or fiction?

Doubts about its reality, in spite of the \$130 billion a year, start coming to mind as one ponders the paradox that in an ever more international, interdependent world we are en-countering increasing examples of people seeking indepen-dence and differentiation.

To the more than 1,000 delegates at the 29th congress of the International Advertising Association in Tokyo, international advertising is real. Their daily work — as advertisers, advertising agency professionals or in the media — puts them in the forefront of communicating with consumers across the world. A comparison of their congress agenda

tained. The agenda also reflects technical advances that were

But this is only one side of the picture. It must be borne in mind that all professional endeavors of the congress participants are directed toward consumers throughout the world. Except to the extent to which those attending the meetings in Tokyo are themselves consumers, the targets of their efforts are not present. Most of them, whether consumers in developed markets or in Third World countries, have never heard of integrational advertiging. international advertising.

They are local individuals with their own minds and wills. They harbor the conflicting characteristics of being conservative, seeking conformity, as well as being "revolutionary," desiring to break away from set patterns. Thus, at times, by wanting to be different from their neighbors, people react against the influences of affluence, modern communications and transportation that tend to bring consumer societies closer together and make them more alike.

As consumer products attain greater parity of quality, and as choice, while large, conforms more and more to similar with that of the first such global gathering in New York 35 patterns throughout the world, the consumers themselves try years ago shows that considerable strides have been made and higher levels of professionalism and sophistication at individuality. In affluent countries there has been talk, and

not only talk, of "tailor-made, individual mass production";

and national markets are increasingly fragmenting.

As an aside, it may be interesting to consider whether greater internationalization may not be a factor contributing to the rise of nationalism in so many places, with the people of Wales fostering the language, hymns and other traditions that make them distinctive, and with many Canadians and Australians wanting their own flags and national anthems in place of the Union Jack and "God Save the Queen."

Therefore one must ask whether in a world in which people are individuals of various makeups and cultural backgrounds, there is a place for international advertising. which, on the face of it, is meant to appeal to people similarly in any country. By the most precise definition of the word "international," the answer has to be "no," for in the strictest sense advertising is a local matter, as it is addressed to consumers who all have local roots. However scientifically target groups and the media to reach them may be chosen, in the end the groups are made up of individuals. They live in a

(Continued on Next Page)

TOM SUTTON is chairman of EA International, which is Walter Thompson's European-based second agency network.

Levitt on World Brands

THEODORE LEVITT, a "guru" of marketing theory for 25 years, has long been an admired and controversial figure in business circles. But he has never been as widely criticized as in the months since his latest book, "The Marketing Imagination," was published late last year. In that book, Mr. Levitt predicts increasing growth of standardized, "global" commercial products that can appeal to common wants of people around the world, and argues that this "globalization" of business is likely to have enormous impact on worldwide marketing. Mr. Levitt, professor of business administration at Harvard Business School, recently defended his theory and talked about the worldwide marketing environment in an interview in Boston for the International Herald Tribune with a Washington Post staff reporter, Merrill Brown. Excerpts from the interview follow.

Question: Define your notion of the global mar-et.

Answer: A global market is a market that is or is

certain products, their features, functionality, de-sign, how they are delivered, roughly something about the price.

Answer: A global market is a market that is or is becoming one all over the world or in substantial major segments of it, identical or similar in terms of what it is that people want in connection with

There are lots of product categories for which we've historically had them. One was the category

A QUESTION FOR THE ADVERTISER WHO'S DECIDED TO TAKE ON THE WORLD...

SN'T THIS THE COMPANY OI SHOUD BE KEEPING?

EXON	Del Monte	PHILLPS	GM
33 Countries/1911	18 Countries/1917	12 Countries/1929	38 Countries/1930
Cin .	HEUBLEIN	Nestle	(calita
23 Countries/1938	11 Countries/1940 .	33 Countries/1940	50 Countries/1942
Henkel	U	GOOD FYEAR	The Gillette Compony
12 Countries/1947	24 Countries/1950	32 Countries/1951	30 Countries/1954
Johnson-Johnson	== Lockheed	QUAKER	MARTINI
24 Countries/1962	16 Countries/1965	12 Countries/1966	23 Countries/1970
Levrs	Lufthansa	L'ORÉAL	MLES
18 Countries/1971	21 Countries/1971	39 Countries/1973	23 Countries/1974
Kodak	CASIO	Texas Instruments	CAMER
26 Countries/1977	12 Countries/1979	26 Countries/1981	25 Countries/1983

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The language may change, but Coca-Cola sticks to its theme of youth in its global advertising campaign.

The First Question: Does It Exist?

(Continued From Previous Page)

given locality; they are exposed to advertising in their homes, in their cars, in trains, in offices and so on. The consumers care only whether the advertising relates to their personal situations and offers information of benefit to

Since purchasing is local, from the consumer's viewpoint advertising is strictly local too. This does not, however, mean that the advertisement cannot be created elsewhere — it often is, with great success. As genuinely new ideas and innovative basic approaches are rare anywhere, multinational marketers and advertisers frequently syndicate success from one country to another. Thus we talk of international advertising even though those to whom such advertising is addressed are almost never aware of its points of origin; as long as it is pertinent to their situations and needs they do not care whether the messages are created in Paris. Düsseldorf, New York or Rio de Janeiro. In the final analysis, the

term "international advertising" is a linguistic fiction.

Yet this fiction can be employed usefully as long as one remains aware that it is an expression that does not contain the full story.

The term "international advertising" is given a further shade of ambiguity insofar as its interpretation depends upon where one's feet are planted at any given moment. Those Philips employees living in Eindhoven use it when speaking of advertising outside the Netherlands; for Nestle executives in Vevey it is advertising outside Switzerland. To all of them, however, it is multimarket advertising.

Generally speaking, the concept of international advertising implies that the same or similar advertising is used in various countries. But this need not be so.

My own experience has been that as a rule good advertising ideas or campaigns that have proved themselves in one country are transferable. Before being used in another market, however, they need careful testing there and most likely will require some adaptation to the local culture and marketing circumstances. Yet if successful in one market they will probably lead to success elsewhere.

The words "if successful in one market" are paramount. The most effective advertising is usually brought about when the creators address themselves to specific audiences with whom they are familiar and whose needs they understand, The syndication of local success is more likely to lead to the attainment of marketing and advertising goals elsewhere than the creation from scratch of so-called global campaigns that are directed to consumers in the world at large.

publications, particularly institutional and corporate ones, one wonders who the copywhiter had in mind as an audience.

Sometimes they seem to be aimed at some stateless, faceless

On the other hand, multinational marketing is growing Sometimes they seem to be aimed at some stateless, faceless collage of Everyman. With such unclear targets, it is hardly surprising that the messages often seem diffused. Most likely those who created such advertising forgot that "international" is al" is a convenience term, an abbreviation, and with that they forgot to think of the target groups in terms of the needs and desires of specific individuals. The key is that international advertising is not "shouting at the world," but skillfully applying internationally the language found effective in talking to consumers locally — that is, speaking plausibly to one person at a time.

Still, developments elsewhere that are anything but local may be influencing consumers to an even greater degree. Satellites, mass communication and fast transport have shown themselves to be great equalizers. Thus, although consumption decisions are local, they are more and more related to trends likely to have started in other parts of the world. Just as the Hula Hoop and skateboards became popular among the young of many nations, so are ready-to-eat cereals, deodorants and instant noodles catching on in families in different markets.

If we accept the view that international advertising is not and from the consumers' viewpoint, it is fiction, a conve-marketing and advertising multinationally.

rapidly and consumption is moving toward international norms so that syndication of successful advertising to other markets is fast becoming more common. Pragmatically and from the strategists' viewpoint, therefore, international ad-

vertising is fact. Thus it is understandable that, in the decades since World War II, systems to ensure that multimarket advertising is effective and cost-efficient have sprung up all over the world. Advertisers have "world coordinators" and "international advertising directors"; advertising agencies have built net-works covering the globe; publications are printed in different locations simultaneously; television is received via satellites. Perhaps most important, advertising people from free-market countries talk to each other constantly. They travel extensively and meet at conferences to exchange information in a resolute endeavor to improve their knowhow and skills and to raise the level of professionalism.

Hence, irrespective of whether international advertising is fact or fiction, or both, it is here to stay and to enjoy further healthy development. The future holds out the promises of stimulating challenges and rewards in the marketplace to those able to reconcile the needs of local individuals with the "shouting at the world," how do we position it? Is it fact or probability of higher quality of concepts and execution, and fiction? My verdict is that it is both. By the strictest analysis, with the economics of scale, that are some of the benefits of

Triad Theory: How to Be Everywhere

By Kenichi Omhae

TOKYO - A new form of multinational corporation is emerging. I call it a "triad power" because it derives its strength and advantage from being in all three major devel-oped regions of the world — Japan, Europe and the United

A major factor in the emergence of triad power is the enormous, increasingly homogeneous market for consumer and industrial, goods, in developed countries. Eighty-five. percent of all computers are sold in the United States, Japan. be true insiders in all three regions of the triad. If you are in West Germany, France and Britain. By 1985, about 75 percent of all machine tools will be sold in those five countries. Eighty-five percent of all consumer electronics goods are sold in these same countries.

opportunity that must be seized. Even the United States is often not a large enough market to make up for the escalating development and automated-production costs of many new products. Not only must companies capture markets worldwide to cover their investments, they must do so at the same time that they capture their domestic markets. Competitors in foreign countries can copy and improve new products quickly today because they have access to underly-ing product and process technologies and have organized themselves to react quickly. This means companies have to

(Continued on Page 15)

Kenichi Ohmae manages the Tokyo office of McKinsey &

Levitt on World Brands

of natural commodities, like minerals, grains, tea, coffee and noble metals. That was followed pretty quickly by certain manufactured products, the best known of which was the sewing machine, particularly Singer's. You could find it in the deepest recesses of Africa and the jungles of Brazil because it did mechanically faster and more reliably something people were doing for centuries by hand.

That's what we have in the newest high technologies, where we talk about computers, electronics, medical diagnostics and telecommunications. All those people speak the same language of science and engineering because their training was the same. That's how products become globalized historically. Now they go to the same trade shows and

Chinese food, or bagels, or pita bread, all these things push themselves into other parts of the world where presumably people's preference struc-tures about things like food are the most intracta-

Q: How do you respond to critics who consider globalization just another example of American

cultural innocrialism? A: It's not cultural imperialism. There are obvious problems when nations feel they are over-whelmed by barbarians. But one man's barbarian is another man's liberator in some ways. When Mozart was brought to the U.S., what was the presumption? Why didn't they call that imperialsm? Why are the Boeing airplanes not called imperialism? Why does Air France, a nationalized industry, buy Boeing airplanes instead of the Airbus? That's just dumb talk by people who have no sense of history and no sense of logicial consisten-

Q: At one point in your book, you quote a sociologist as talking about the global product concept's translating also to social and political structural changes. What do you think?

A: There is a lot of evidence to suggest that industrialization causes changes other than economic changes. We can see that everywhere. It can be a liberator or it cannot be a liberator. Everybody agrees that the electric light is a marvelous instrument. It brought people out of darkness. It extended the family hearth. But the electric light bulb is also used to show pornograhic movies, and I happen to believe that public pornography is a cancerous danger to this world. Airplanes can take you to marvelous places to see the past; they can also drop bombs. The refrigerator can freeze junky fast food, as well as blood plasma to save your life. There is no presumption that technology, to the extent it may be liberating, may not also be the

opposite, confining, constricting.

Q: Will the so-called developed world's social structures follow its products around the world? A: There are inevitabilities that follow. It is not inevitable that divorce rates rise or that the number of single-parent homes increases. My hope is that, as with most sudden and rapidly accelerating drifts

and shifts in social practices, mores, and value systems, that they are temporary, they will not endure. They will consume themselves of their own escalating rapidity.

Q: What does the decline of the global conglom-erate, such as ITT Corp., say about "globalization" or the international corporate structure in general?

A: I don't know. Do we see a collapse? You don't see Siemens falling apart. Take a look at General Electrics GE is the most powerful and successful of the American conglomerates. It's the biggest plastics company in this country. It's first or second in the jet engines business. It's the largest single industrial finance company. It's in lots of different businesses. We don't call it a conglomer-

ate, because it's been around. It wasn't created during the age of conglomeration. ITT is just like those other social phenomena. Anything that grows that rapidly that diversely and with that intensity is unstable. GE was built up over time, a long period of time, with strong internal management development systems.
Q: What does the increasing globalization of

markets foretell, then, about the shape of large

corporations? A: That's the interesting question. It foretells something also about very small ones. One of the barriers to companies' becoming effective global competitors is that internally they're structured to be multinational competitors on the assumption that goes back to the original notion about the marketing concept: Look at different segments and make things according to the needs and wishes of those different segments, as opposed just to making things and trying to sell it to everybody.

If I am correct, the multinational structure of the organization is obsolete. My most severe critics tend to be people who live in the multinational structure because from their point of view they see each nation as being different. They are right; each nation is in many important respects different. They are organized to see the differences, to be customer-responsive and difference-responsive in those nations, not to see the similarites and the

merging commonalities.

What it means for the corporation is that there will be greater centralization, more decision-making at the core, rather than at the tentacles, with product and other organizational, distributional and human adapations at the tentacles. And that's

very distasteful for people to hear. Q: Does it mean larger or smaller corporations'

A: The smaller ones, in order to be successful, must be larger, because nobody is exempt from global competition. If somebody in Lyon has a diecasting operation, a small shop with 50 people, and historically has sold certain specialty parts to Renault, and if somebody from Brazil comes to Renault and offers that product for less, those old relationships among the French - where they went to the same school and go to the same vacations together and know each other's families - those relationships break up there just as they have in Indianapolis with respect to Detroit.

Whether the large ones will get substantially larger, that is questionable because the management of scale is increasingly more difficult. That is why we have decentralization. GE is really much

more than one company.

Q: Why don't global markets mean less competitivness and potentally higher prices?

A: It's pretty obvious you see more competitiveness. People have yet to argue persuasively that the globalization of the automobile industry, which is mainly of Japanese origin, has led to less competi-tion. It's led to more. Same thing in the steel industry. Computers, medical diagnostics, foods
— all more competition. Where is the less? I have yet to see the example.

Q: The globalization concept disturbs people not only because it can come across as a form of imperialism but also because of what it suggests about a potential accompanying loss of cultural and ethnic identity. Does that worry you?

A: Let's make a distinction between what I'm worried about because of my own personal preferences and what I think will happen. I think it's entirely likely, indeed very probable, that what we will have as this globalization business unfolds is an intensification of ethnic identities around the world and at the same time a destruction of certain ethnic distinctions and distinctiveness.

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And What About the Consumer Who Brushes His Teeth With Shampoo?

NEW YORK - It is axiomatic that ultimately each advertisement communicates with indi-vidual consumers one at a time. This is equally true of a limited local advertising program or a far-flung multinational campaign.

The key to effective multinational advertising may lie in the difference between the concept of "international" and "multinational." The first decribes links or channels between nations; the second describes the multiplicity of nations. Since advertisements communicate with individual consumers one at a time, it is essential to consider the national cultural contexts within which consumers hear or see advertising images and buy or use products.

In national or in multinational advertising the essence of relevant communication is understanding. In order to communicate we must listen. We must learn how consumers live, what they believe, what they aspire to, and the cultural context of their lives. On the one hand, we must try to identify the universals, because many universal human emotions and needs transcend national boundaries. On the other hand, we must be sensitive to cultural differ-ences. We cannot take a rubber-stamp or pat-tern-book approach to multinational communi-

In recent years, there have been some profound changes in consumer lifestyles in the United States. The changing role of women, the aging of society, the trends toward delayed marriage, no marriage, fewer children and single parents, as well as the impact of the Baby Boom generation, have redefined the consumer marketplace. In many cases we see parallel developments in other countries. But, even as we compare the differences and similarities of consumers in one country to those in another, we would be making a grave mistake if we assumed that the U.S. model would take root in other countries in an identical fashion. Even if festations appear similar, this does not mean that trends in other countries will have the same character or occur with the same intensity or at the same pace as they do in the United States.

We should not confuse apparently similar behavior with similar motivations and attitudes. For example, the flood of women entering the work force in the United States has been termed the outstanding phenomenon of the 20th century. We can compare the proportion of women working from one country to the next. It is relatively easy to obtain statistics on the number of women in the work force in countries around the world. Their motivations for work and their perceptions of their male-female role, however, may vary widely from one culture to another.

In 1976, the American Marketing Association conducted a study tour of three countries in Eastern Europe. In Budapest we met with highranking commissioners of finance, consumer affairs and so on. One of the Americans asked how many Hungarian women were in the work force and how this affected marketing and advertising in their country. The commissioner of consumer affairs — a woman — answered that

90 percent of the women in Hungary go to work and that they all have three jobs: they do their paid work, they keep house, and they bear and rear children. I commented that we have had more of a social revolution in the United States because there is a move toward sharing of home responsibilities and a sense of partnership among working couples, perticularly among the young. There was a moment's silence. Then one inappropriate or unappealing. of the male commissioners said: "Let's face it. We're all a bunch of male chauvinist pigs!

J. Walter Thompson recently conducted a study of the women's market in Australia. Women's aspirations and attitudes toward achievement and self-fulfillment were parallel to those of women in the United States. At a to the self-perceptions of consumers in different to the self-perceptions of consumers in different seminar in Melbourne at which I had shown some U.S. advertising, however, a man in the audience accused me of anti-male bias because one of the commercials I showed featured a young father diapering a baby. This particular execution elicits warm approval in the United States: it was apparently shocking to the men in In Japan more than half of the women work.

For the most part, however, they are in lowerlevel job categories and tend to be subservient to their male colleagues. They are not visible in the executive suites. On the other hand, Asian women in Singapore are very visible and have career opportunities similar to those of men. A Japanese woman who lives in Singapore is chairman of a major company there. She is married to a prominent Chinese man. She explained the difference by saying that "the Chinese treat their wives as partners." Some activities and product categories cut

across national boundaries. International travelers, customers for expensive watches and customers for computer technology may have more in common with their opposite numbers in other countries than they do with consumers at lower socioeconomic levels in their own countries. For these international affluents, the world really is some demographic patterns and surface mani- a global village, at least in relation to nonpersonal products and services.

While a strong case can be made for regional or national positioning of certain culturally linked products, the opposite is true for those that market to the same people in many parts of the world. A few years ago an international airline decentralized its marketing and advertising efforts. Thus, the same traveler might see one advertising approach in Germany or the United States, another in Australia and still another in Brazil or Argentina. Instead of building a cohesive set of impressions from market to market, this multiplicity of approaches diffused the potential impact of the advertising investance.

Atlantic. Much of the charm of British advertisements lies in a certain amount of understatement, but many of their puns and local references have no meaning across the water. By the same token, much U.S. advertising seems either overly explicit or embarrassingly sentimental to a British andience.

I have observed that some product categories and areas of human behavior are more culturally linked than others. I believe that people's feelings about the products that they swallow, such as food and drink, or that they put in their mouths, such as toothpaste or mouthwash, or that they put on their bodies, such as toaletries, deodorants and lotions, are likely to be deeply rooted in cultural traditions.

accepted part of meals. But in wine-drinking

Do people use personal grooming products such as mouthwashes, breath tablets or deodorants, because they are concerned about offend-ing others or because of a sense of personal comfort or well being? These different motivacultural contexts

The dynamics of social change and the dynamics of new technology directly affect con-sumer lifestyles. Consumers in many countries listen to the same kind of music, wear the same kinds of blue jeans, drink the same brands of soft drinks, go to the same kinds of fast-food estaurants, smoke the same brands of cigarettes and drive the same makes of cars.

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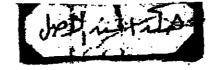
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The paradox of mass communication is that, even as the multinational advertiser strives to be sensitive to the nuances of national cultures, the technology of mass communications enters the dialogue with the consumer and changes the cultural context. For example, in France, where "a meal without wine has historically been viewed as uncivilized, if not unthinkable," according to a recent New York Times story, there are two contradictory trends: concern abouthealth and diet has sparked a move toward soft drinks, fruit juices and mineral waters. At the same time, there is a move away from aperitifs toward mixed drinks made with gin and vodka.

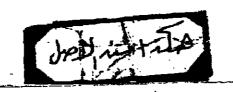
Finally, even if consumers buy and use some of the brands of products, it may not be possible to advertise those products in precisely the same way in every country. First, there is the simple matter of semantics. Spanish is the common language of every country in South America but Brazil, yet, unless care is taken, a perfectly acceptable Spanish phrase in one country is perceived as an obscenity in another. Someone has said that the United States and Britain are divided by a common language. Certainly, the tone of much advertising developed in each of these English-speaking countries is inappropriate for consumers on the other side of the a Briish andience.

The only constant in the world of multinational advertising is change. Consumers at changing. Markets are changing. The cultural context is changing. But the Ilip side of the change is opportunity for the marketer with the courage and the vision to seize the challenge.

Rena Bartos is senior vice president and differ tor of communications development at J. Much of the soft-drink advertising in the Thompson in New York.



New York City

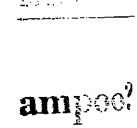


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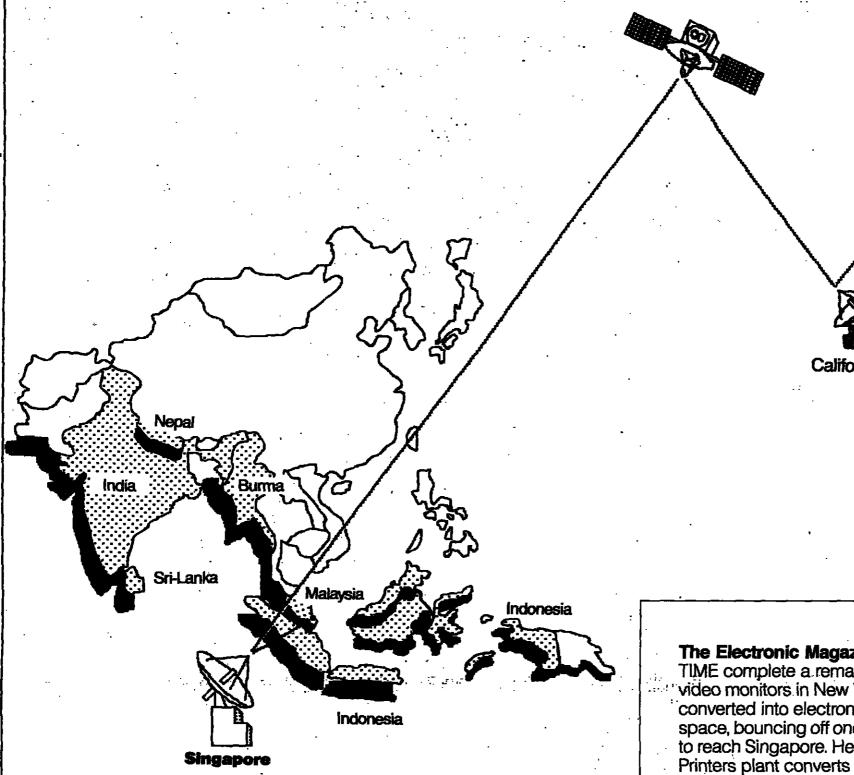
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THE SATELLITE CONNECTION

TIME Magazine matches advanced communications technology with resourceful international journalism to become a truly global medium.



The Electronic Magazine: En route to Singapore, the pages of TIME complete a remarkable electronic passage. Composed on video monitors in New York, the pages are scanned by laser and converted into electronic data bits. The data then travels to outer space, bouncing off one satellite to reach California and a second to reach Singapore. Here, a twin of the laser scanner at the Times Printers plant converts the data back into the authoritative words and pictures of the world's leading newsmagazine. Total elapsed time: well under one hour.

Southeast Asian countries soon to be receiving TIME earlier.

Later this year, the world will become smaller for TIME readers from India to Indonesia. For TIME is commencing printing operations in Singapore, employing state-of-the-art laser scanners and satellite transmitters to relay complete magazine pages from New York to Singapore in less than an hour.

As a result, readers throughout this region will receive TIME a full day earlier. And the benefit extends to advertisers, whose messages will now arrive with new urgency and immediacy.

The satellite connection to Singapore underscores TIME's commitment to staying in the forefront of technology, to matching its resourceful, authoritative journalism with the finest production, printing, and distribution systems now available.

TIME is now printed in eighteen locations

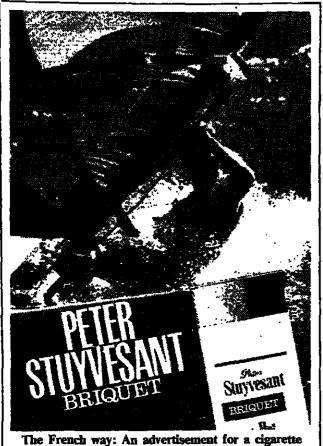
around the globe, including Tokyo and Hong Kong. In fact, the magazine has been transmitted via satellite to Hong Kong for over four years. TIME operates 31 news bureaus in major world cities, employing over 85 foreign correspondents and 350 stringers in nations large and small. Overall, TIME commands the largest group of journalists reporting to one publisher in the world.

As a result, TIME attracts a worldwide audience of over 31 million readers each week. Our five international editions are now read by over nine million men and women; significantly, over 92% of these readers are not American citizens.

Audience. Editorial excellence. State-of-theart production. For advertisers in today's global marketplace, these hallmarks make TIME the world newsmagazine.



Copyright 1984, TIME Inc.



lighter. Because of French regulations, cigarette advertisers promote lighters and matches.

National Regulations Set Limits on Global Market

By Jonathan E. Fox -

NEW YORK — "Global marketing" is now a buzzword in the advertising game. Recently conceived, the concept is still in its infancy. It offers exciting potential for creative solutions to complex international problems. Although global marketing is not for every corporation nor for every brand and product, it is an idea that can offer tremendous benefits for some multinational corporations.

Once an agency has decided that its client will benefit from a global brand strategy — no easy decision — and has created an advertising idea with intercultural appeal, there remains a third and technically more important obstacle: regulations, which change at every interna-

When a campaign is designed for multinational development, multinational legal compatibility has to be built in, lest the campaign have to be completely repositioned and the advertisements completely redone in each country.

If an agency wants to use a single advertisement in several countries - an economically beneficial situation - it has to comply with the regulations of all those countries. Thus the commercial message and its creative content must comply with the rules of the country that has the most stringent regulations of all the countries where the campaign appears, and the ad's impact would likely be considerably weaker than it might otherwise be in the rest of the countries.

An effective alternate is a campaign consisting of several similar ads that have been creatively fine-tuned to fit local regulations as well as local cultures. A highly creative agency with global vision and the (Continued on Page 14)

Jonathan E. Fox, a senior vice president of Grey Advertising, is director of chent services for Grey-Europe.

Analyzing the Industry's Growth

By Robert J. Coen

NEW YORK — International advertising is poised for a resumption of accelerating growth. Economic recovery is under way in many countries and the recent slow growth in advertising in many over-seas markets is beginning to turn upward again. In 1950, the United States ac-

counted for 77 percent of worldwide advertising expenditures. By 1980, advertising levels in overseas markets had pulled abreast of the United States as mass marketing techniques developed in the United

la 1981, the full impact of the recession caught up with the ad industry. The slowdown of the heady growth of the previous two of those markets where it had previously been most dramatic.

In order to present a single conexpenditure figure, it has been necessary to convert all expenditures to a single currency. The dollar has been chosen because the U.S. accounts for such a large share of worldwide advertising expendi-

During the 1960s and 1970s, the U.S. advertising industry grew faster than the U.S. economy. Compared to the overseas advertising industry, however, the U.S. rate of growth appeared mediocre. During these two decades, the advertising industry grew at an exponentia pace in many parts of the world. Changes in economies and societies led to revolutionary changes in marketing and a growing need for modern advertising techniques.

Then the pendulum began to swing in the other direction as most parts of the non-Communist world Sources Robert J. Com began to experience economic contraction. Despite the poor business conditions, U.S. growth in the advertising industry was exceptionally good relative to the economy. During the 1982 recession, advertising took on new marketing asnents as it was used significantly to help move backed-up automobile inventories, fill empty rooms in hotels and resorts, and to fight the competitive battle for airline passengers after the U.S. government deregulated the industry.

During these years, however, the advertising industry overseas was

After the relatively modest rates

INTERNATIONAL ADVERTISING GROWTH (In Billions of U.S. Dollars)

	U.S.	OVERSEAS	TOTAL WOR
1950	5.7	1.7	7.4
1960	12.0	6.1	18.1
1970	19.6	15.0	34.6
1980	53.6	56.4	110.0
1983	75.9	61.6	137.5
Source: Robert J. Coen.			

AVERAGE ANNUAL PERCENTAGE CHANGE IN AD EXPENDITURES

(Based on Conversions to U.S. Dollars)

	U.S.	OVERSEAS
1960-1970	5.0	9.4
1971-1980	11.1	14.1
1981-1983	12.1	1.7
Source: Robert J. Coen.		

OUTLOOK FOR 1984

(Percent Change in Local Currencies Over 1983)

	REAL GNP	INFLA- TION	TOTAL GNP	ADVERTISING EXPENDITURES
United States	7.0	4.0	11.0	14.9
Japan	4.8	2.3	6.4	7.0
United Kingdom	2.5	5.5	7.8	13.0
West Germany	3.0	3.0	5.8	7.0
France	1.2	7.8	9.2	11.0
Canada	4.3	5.2	9.4	8.0
Italy	2.2	11.0	13.9	38.7*
Brazil	-1.0	174.0	172.0	- 138.0
Australia	5.0	7.0	12.2	19.8
Netherlands	1.5	2.5	3.5	5.0
Spain	2.2	10.0	12.2	18.0
Major media only.				

ADVERTISING PROJECTED INTO THE TWENTY-FIRST CENTURY

(In Billions of U.S. Dollars)

P		OMIED STATES	OVERSEAS	TOTAL	
y 0	1980	\$ 54	\$ 56	\$100	
-		153	153	306	
-	2000	398	476	874	
e	Source: Robert J.	Coen.			

gressive marketing activities to the sults appeared even worse. In 1981 United States while the poor busiand 1982, for the first time in deness climate in home markets lead cades, the dollar value of overseas to decelerating activities against lo- advertising expenditures barely

to brighten everywhere.
The U.S. economy turned up tional product increasing almost 4 vertising industry appears to have

again faster than the economy for a gain of 13.9 percent over 1982.

The economies of many other industrialized countries also began to improve last year, although their recovery tended to lag behind the U.S. rate. Most less developed countries continued to experience problems in 1983, but in a number of these countries the worst appeared to be over.

The advertising spending gains of Britain, Italy and Spain were equal to or better than those posted in the United States last year, when expressed in local currencies, even though these countries had relatively lower economic growth than the United States did. Local ad budgets in most other key countries grew in real terms, although in some cases just barely more than inflation. Overall, things began to get better in 1983.

Economies throughout the world have been brightening even more this year, and so have reports on the state of advertising industries in most parts of the world. McCann-Erickson regularly surveys its offices in the major countries that account for almost 95 percent of all advertising in the world; their responses indicate that a resurgence in advertising appears to be getting under way. In every major country but Brazil, the outlook reports were

The advertising industry has boomed in the United States this ery four years when the Olympic Games and U.S. presidential elections take place. Advertising wertising growth abroad should regrowth in the Unites States continue to growth sult in overseas expenditures pulling abreast of the U.S. levels again the majority of the world's population and more of the same is expected by 1990. During the rest of this for the foreseeable future.

Real economic expansion in most other industrialized countries has lagged behind the record pace of the United States, but the U.S. recovery is stimulating exports and stronger economic growth else-where. Advertising is beginning to show signs of movement to a brisker pace in Japan and West Germany, and the exceptional up-turn in British advertising activity in 1983 is being reported again this

In 1984, the total of expenditures for the United States and all overseriously depressed by the worsening economy. Many marketers of growth in local currency were abroad redirected most of their agtranslated to U.S. dollars, the regood year for advertising in 1985. The 1983 plateau in the overseas sharply in 1983, with real gross na- component of the international ad-

rose at all.

percent. The strong expansion in ended. Advertising in the United
The first signs of improvement U.S. advertising also continued in States and overseas again is moving



year as a result of the strong ecobriskly upward and this pace is
nomic recovery and the extra advertising demand that appears evtemporary interruptions for most of

U.S. pace, with total international
advertising expenditures approaching \$1 trillion by 2000. the rest of this century.

century overseas growth is expect-ed to gradually pull ahead of the is just beginning to be tapped.

During the 21st century, adver-The resumption of stronger ad- tising's role in the marketing pro-



How to Reach Tomorrow's Markets Today.

It Starts with Local Impact.

Fifty-two offices worldwide, each bearing the premier name in public relations. Providing full-service public relations and marketing communications to market leaders in virtually every industry. Creating new ways to reach new markets.

It Adds Up to Worldwide Reach.

Extending this network are 50 affiliated agencies around the world. What that means is that Hill and Knowlton reaches your markets around the clock, around the world. Quickly. Creatively. And very effectively.

Hill and Knowlton. Reaching Tomorrow's Markets Today.

HILL AND KNOWLTON

A JWT Group company

Geneva
Amsterdam
Brussels
Dublin
Düsseldorf
Frankfurt
The Hague
London (2 offices)
Madrid
Milan
Paris
Rome

Europe

United States
New York City
Atlanta
Austin
Boston
Chicago
Dallas
Denver
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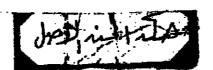
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Defining the International Media

By Michael Hook

LONDON — A long-running British Broadcasting Corp. radio program puts celebrities as castaways on an imaginary desert island and gives them a choice of eight records that they could take with them. Imagine yourself in a similar position, with the choice of one newspaper or magazine.

It will be your sole source of reading, and the longer you stay on the island the staler the news will become. Many people might go for the travelogue type of publication. with timeless articles. Some more enterprising choose a practical publication on do-it-yourself pro-

We are all on our own personal desert islands, making choices and preferences according to our special acceds. My job is to unravel these peculiarities and make sure that our clients benefit from the very best possible media choices.

During the 1980s as new media technology develops, we are beginning to witness a blurring of the divide between local and international, so that we now have international media that are local and local media that are international. It all gets rather confusing, so let us try to gain a clear perspective of what is going on.

The Oxford English Dictionary defines international as "pertaining to the relations between nations. There are other definitions, but this

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defines international as "transcending national limits" or "extending to several nations." Chambers' also agrees with the definition of "pertaining to the relations between nations."

Therefore it seems to me that we should apply a multiplicity of standards when talking about interna-tional media, notwithstanding the fact that we as an industry have built up the image of internationalism. The average reader of L'Express in Brussels, Geneva or Abidjan buys his copy not with the intention of reading an international magazine, but more out of many years' habit because it informs him about what is going on in France and because of the relationship between France and other Frenchspeaking comunes.

The reader of one of the quality daily newspapers in Britain is read-ing about relations between nalies give extensive coverage 10 international affairs. Yet one is unlikely to consider the Doctor. likely to consider the Daily Telegraph, Guardian and Times solely as international media.

History provides many examples of local events that have become line of distinction between local international. Cave dwellers of and international media is finely France and Spain left us the legacy drawn. of drawings that have now been looked at by people from all over the world. Were these left-over slogans from Stone Age supermar-kets? The Roman legions' banners: seems most relevant to the media

Were these the first mobile poster reader in the United States, where industry. Chambers' 20th Century sites? The modern equivalent can Time and Newsweek are domestic be seen at the head of a column of publications debating the issues of The Wall Street Journal produces



demonstrating trade unionists, strictly local.

When Dewitt Wallace and Lila Acheson Wallace started publishing a little book called the Reader's Digest in 1922, they could not have foreseen that 60 years later Reader's Digest would have 41 different edition read by Scandinavians? Does the Korean edition contain as much news of world events as the Dong-A Ilbo daily newspaper? The line of distinction between local

Purchasers of Time or Newsweek know that they are buying a fast time in all major European publication whose editorial content business centers. This is what the reflects the views of writers outside their country - unless you are a being able to reach the reader at the

side of the Atlantic, The Economist somewhat mirrors what is happening with Time and Newsweek, with the British newsweekly now often producing different covers and content for an international edition aimed at a largely American audience. The purchase of space by an American advertiser in the U.S. edition of Time or Newsweek is from domestic budgets, not international. U.S. News & World Report becomes the third contender for newsweekly budgets in the United States. Note that it does not have an international edition. And what happens when Newsweek starts its edition in Japanese? Will Newsweek become local in lan-guage but remain international,

Modern technology allows the International Herald Tribune to live up to its name by printing in seven different centers; Paris, Zurich, London, Singapore, Hong Kong, the Flague and Marseilles. The Financial Times, printed in Frankfurt as well as London, is able to style itself Europe's business newspaper and justify this claim by being available at breaknewspaper industry is all about:

with the English version also on

sale in Japan?

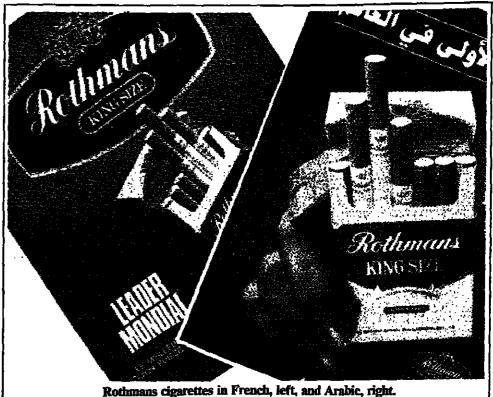
the day in Congress and the White House but giving a viewpoint of what is happening outside the United States as well. On the other Europe's business centers.

USA Today, having attained the No. 3 spot in domestic newspaper circulation, suddenly decided to go international. But does its editorial content transcend national limits? World Paper, publishing out of Boston, sells a monthly supplement to 18 host newspapers worldwide. giving local newspapers an extra, very commendable international The advent of satellites, cable

television and videotext present no less a problem. Since April 1982, Sky Channel has been reaching television audiences across several European countries. It now reaches 1.7 million homes via satellite transmission through cable networks in Norway, Austria, Finland, Sweden, the Netherlands, Switzerland, Britain and Malta, A service called Music Box started transmitting to cable operators in Europe in July and expects to reach a million homes in 12 countries by early 1985. Text on screen is becoming international now that Prestel in its various forms — a data-base service using home television screens — is available in major markets such as Britain, West Germany, the United States and Hong Kong Audiences are limited since, apart from Britain, Prestel is relatively experimental. But it does lit the description "extending to

several nations" perfectly.

When it comes to measuring the

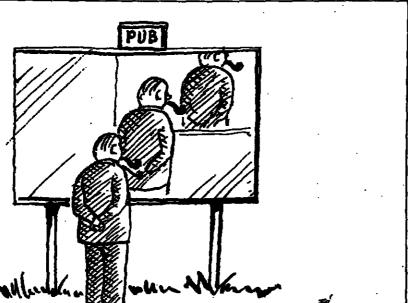


audiences of international media, dia the job of international media. Twenty publications were re-we are well served in the major planners would be even more diffi-Western markets by such grandpean Survey and European Businessman Readership Survey. The planning is a vital ingredient of the Pacific area has similar profiles and the South Assimilar profiles and the South Assimilar profiles and newsweekly Der Spiegel has more into the act with a Latin American Readership Study soon to be in the

total coverage than any other individual publication on the Pan Eufield as a pilot study. Without these ropean Survey released two weeks Media, a subsidiary of O&M Longuides as to how international media perform compared to local mession one country. West Germany.

cult than it is. It is never as simple great majority of these publications sounding research as the Pan Euro- as seeing which publication gives had a better "across Europe" cover the best coverage. Creative media than Der Spiegel. So beware when

> Michael Hook is managing director of Ogilvy & Mather International



Global Agencies: Does Creativity Suffer?

By Scan Milmo

LONDON - Fourteen years ago, Charles and Maurice Saatchi started a British advertising agency with two accounts - Jaffa oranges and the British Health Educational

Within 10 years, it was the biggest British agency in the country. Now Saatchi & Saatchi Compton is the seventh largest agency group in the world, with 71 offices in 40 countries and total billings of

In Britain it deals with six of the the United States with more No. 1 and Maurice's financial wizardry. brands than any other agency

has shown so far, the company will age Phillips & Drew. "While its soon surpass the world billings of giant U.S. multinational agencies by been rather sleepy, the Saatchis

increasingly being seen as a one-time phenomenon; their success is unlikely to be repeated by others. expansion has been a string of ac-quisitions that has left rivals gasp-ing. the company a third agency in Brit-ain's top 10.

"It's surprising how they manage Instead, agencies, under pressure from manufacturers to provide global marketing services, are looking to other ways of setting up international networks.

Not many people in the industry can match the Saatchis for sheer bravado and determination. Nor can they rival the rare combination country's top 10 advertisers and in of Charles' versatile creative skills

"The company is brilliantly here managed," said Mark Shepperd, an
If it maintains the growth rate it analyst at the London stockbroker-

The brothers started on the takeover trail in 1975 when they bought
the London office of the U.S. agency Compton Communications. In

the process they gained several accounts of Procter & Gamble, their first business for a large multinational client. Six years later they bought the

London agency Dorland. Shortly afterward they made their first foray across the Atlantic when the sequired Compton itself, the world's 14th largest agency group. Soon they were back again to take over the New York company

such as Ogilvy & Mather, Ted Bates, Young & Rubicam and J. Walter Thompson.

The rise of the Saatchi brothers is

The key to the company's rapid

The rise of the Saatchi brothers is

The key to the company's rapid

Their latest purchase was Harristonal agencies in a bid to standardize their advertising across frontiers and to cut costs. By concentrating their advertising into a

Not only are fewer agencies willing to sell out to larger conglomerates like Saatchis, but acquisitions themselves also are beginning to become unfashionable in international advertising.

The established multinational agencies are finding that centrally controlled networks are not necessarily the best means for producing effective advertising.

Major advertisers are putting an increasing amount of business into

centrating their advertising into a few multinational agencies, they also hope to reduce the risk of conflicts of interests with agencies han-dling their products and those of competitors.

But many agencies are finding that the more international advertising is streamlined, the more creative standards suffer. They are particularly sceptical about the concept of the global brand backed by the uniform worldwide campaign — an idea Saatchi & Saatchi has been particularly enthusiastic

"Advertising which works in one country does not necessarily work in another," said Martin Boase, chairman of Boase Massimi Pollitt. (Continued on Page 14)

Many marketing and advertising professionals think they have discovered a new concept...globalism...the business we have been in for most of our 120 years.

The J. Walter Thompson Company opened its first international office in 1899. In London. Since then, we have helped our clients sell more goods and services in more countries than any other advertising agency in the world.

We have never forgotten that in the end every sale is made locally; to individuals; one at a time. Successful multinational brands are the accumulation of local responses.



And for that reason, we like to think of J. Walter Thompson as a worldwide advertising agency with 116 home offices in 43 countries.

If your interests are multinational, speak to the people who were there first. To learn how JWT client service directors can help your brand succeed around the world, please call Walter J. O'Brien, Vice Chairman-Director of Multinational Client Services, at (212) 210-7000 in New York.

Some Brand Names Don't Travel

By George Fields

TOKYO — The recent boom in "global marketing" has taken me

on the part of Western marketers that was the cause of many disas-sales growth ensued. ters? Naively, I was beginning to feel that the struggle was nearing its end and that we were entering a not this type of imposed convernew era of intercultural marketing gence that the global marketer is - perhaps a pretentious label, but talking about. Instead, it is a culno more so than "global market- tural transition — for example, the ing." In it, local cultural values are emerging world middle class. carefully weighed and concepts It is a comforting concept. But, carefully weighed and concepts particular culture. When the origi-

bile and the computer have, at vari- ence and obvious success of the ous times, transformed cultures so Coca-Colas, Nescafés and McDonthat in many ways they ended up alds is bedazzling. But how long tionary impact of technology has as if there were a golden rule appli-little to do with the day-to-day is-cable to the globe? Armed with sues of marketing unless it leads to evidence of such "globalization," that are relevant. Convergence of in the Japanese market have cried another kind can be observed un- foul. While some were victims of der instances of cultural domie. A strange, dark liquid called Coca-Cola, in the hands of victorious GIs at every street corner of Tokyo in the mid-1940s, was a sym- triumvirate above. Coca-Cola had bol of some importance. But it is the advantage of creating a new

'Avon and Levi's were languishing in Japan when Japan and a local team was sent to careful examinations of the Japanese marketing successful launch of Gold Blend, by surprise. I have a distinct sense culture led to strategies that neither company had of dejà-vu. We didn't call it global market used elsewhere. The Japanese Avon Lady Japan-is-becoming-Westernized emerged as a different person to her counterpart syndrome. Wasn't this the hubris in the United States, as did the Avon system; rapid

and positionings are adapted, mod- even though only some products ified or newly developed for the can change cultural values overnight, when a Westerner sees nonnal concepts and strategies can be westerners consume the same used in toto, the intercultural marproducts he does, up goes the cry, keter considers this a consequence "Why, they are becoming Western-of his examinations rather than a ized!" On that logic, the New yorker seen eating sushi is becom-ing "Japanized." The visible presappearing similar. But the revolu- must these individual cases be cited a convergence of cultural values other major brands that have failed institutionally imposed restrictions, many simply ignored cultural

Take, in contrast, the dazzling

gory. Its entry strategy was indeed global, but Coke's early advertising without a long discourse on Japanese onomatopoeia. Coke did not insist on its U.S. copy phrase's being used in Japan. Pepsi did impose its U.S. theme, "Come Alive," which, since it was untranslatable into Japanese, came out as "Kamu symptomatic of the relative attitudes that created the situation.

Not even the most ardent global marketer could claim Nestle's advertising in Japan to be a minor global norm. In the 1960s, the "Cituct in attractive settings. (There were uniquely Japanese reasons for far below Max Factor. Is it merely them to be Europeans rather than coincidence that their "globally"

shoot the scenes. Then came the which further strengthened Nestle's position in Japan; the advertising is very Japanese. Nestle is now a billion-dollar corporation in Japan, with 70 percent of the coffee market. The strategies that helped it get there were locally born. The Big Mac, like Coke, is sup-

posed to be the same everywhere. But its consumer profile in Japan is different from that in the United distribution system, which became States. Since the Japanese sell the standard for the product cate- enough of them, perhaps it doesn't matter, but the Japanese perceptions of a hamburger and the occasions when it ought to be consumed phrase that swept Japan, sukkatto sions when it ought to be consumed sowayaka, is almost untranslatable it are very different from their counterparts in the United States. Kentucky Fried Chicken in Japan equals McDonald's in sales, but sells perhaps one-third as much in the States. On the logic of global marketing, since Kentucky Fried Chicken is more competitive in Ja-Araibu." It didn't work. That was pan, perhaps the company's mar-not even a minor factor in Coke's keting strategies for the United outselling Pepsi 10 to 1, but it was States should emanate from Japan — a proposition that I'm sure would not make sense to anybody in the United States.

Some brands dominant in other Japan through strategies used elsewhere. If they had failed only low Schick in Japan, and Revlon Americans.) Despite the foreign weaker competitors' strategies had scenes, the concept was created in a much stronger local touch?



parts of the world failed to conquer when introducing a laxative in Japan. The product was not one of its own originally, and there was no global precedent since it came from ies of the World' campaign was against Japanese brands, perhaps grobal precedent since it campaign was against Japanese brands, perhaps grobal precedent since it campaign was one could stick with the conspiracy a prescription-drugs manufacturer theory. But Gillette ranks well become and Review counter marketing. So, with this counter marketing. So, with this product, Vicks started from scratch in Japan: target segmentation,

products have been as successful in and Marilyn Monroe as heroic but only from their unique cultural

Avon and Levi's were languisting in Japan when careful examinations of the Japanese marketing culture led to strategies that neither Japanese Avon Lady emerged as a product and advertising concept in the United States, as did the development, you name it. The Avon system; rapid sales growth

Wear Levi's." The brand leaped values will necessarily be with dramatic speed to the top ern" or "global." company had used elsewhere. The rank, but the reasons for its success were purely Japanese.

To look at the happier side, there is the case of Richardson Vicks. It leader, beating out a strong local strategy was startling; it used denon-Western societies are evolving incumbent. Not all of Vicks' world ceased stars such as James Dean and that new values will emerge, symbols - surely an unlikely duo roots. From where I have sat for the for a campaign aimed at modern last 20 years, I do not see any teen-agers. The slogan was "Heroes evidence that these new Japanese

> George Fields heads a market redifferent person to her counterpart
> in the United States, as did the all marketer who is revved up about which he helped to established in

U.S. Sets the Pace Despite Growing Pride in Things Japanese

By Jack Burton

TOKYO — Japan may be a graveyard for global advertising campaigns launched from the United States, but America nevertheless sells in Japan.

Japanese television commericals are a paean to the American way of life, full of glamorous movie stars and famous sports heroes, the New York skyline and expansive Cali-

love affair with American pop cul- of nations (although how long this ture. Despite a growing pride in belief will last is open to question), things Japanese, the United States and U.S. acceptance of Japanese remains a cultural pacesetter for goods represents some internation-Japan. What is in vogue in America especially Southern California - soon makes its presence felt in Tokyo's trendier areas.

20s, and have exploited any type of U.S. connection to sell their products. Having Paul Newman drive a Nissan Skyline or John Travolta sip at the semi-alcoholic fruit juice called Tokyo Drink creates the impression that if these products find lavor among American celebrities, they must be good.

ornia landscapes.

All this reflects postwar Japan's States is still No. 1 in the hierarchy al equivalent of the Good Housekeeping seal.
The use of foreign personalities

to lend international status to the

signing up more than 200 foreign celebrities from Brook Shields to Orson Wells.

If a Japanese company cannot find an American celebrity to endorse its product, it may opt for displaying the product in a recognizable U.S. setting or placing a blue-eyed, blond model alongside

The appeal of "American" is not just limited to the visual aspect. Japanese advertisers frequently resort to that strange combination of

macho image. Japanese advertisers

Calpis. Although such coinages
have never looked back since then,
may sound odd to native English speakers, advertisers believe Ja-plish adds a touch of class to their

> products. The strong U.S. theme in Japanese advertisements may be seen and heard less in live to 10 years. The novelty of foreign faces is wearing off. The use of foreign personalities was, after all, intended as an attention-grabbing device, something that cannot be claimed to succeed as well now.

Foreigners in commericals also may be the victim of another tread languages derogatorily known as emerging in Japan. Advertisements Japlish in naming a product or serve as a barometer measuring nacoining a catchphrase, sometimes tional pride. Japan's inferiority Domestic advertisers have long output of Japan Inc. began in 1970 with hilarious results. Tokyo Gas complex vis vis the United States recognized the appeal that things when a Japanese producer of male Co. proudly uses the slogan "My helped promote the foreign look of the complex vis vis the United States."

American have to the Japanese, toiletries hired the actor Charles life, my gas." One soft drink is advertising. But signs are appearant can of Bud against the back-particularly those in their teens and Bronson to give the company a called Pocari Sweat and another ing that the pendulum is swinging drop of such landmarks (and favorthe other way.

Fewer foreign models are in demand. The trend is toward Eurasian-looking models, especially high-school-age girls from Hawaii. Dentsu, Japan's (and the world's) largest advertising agency, has coined the term Japanesque to pro-mote the creation of commercials that include elements of the country's traditional culture.

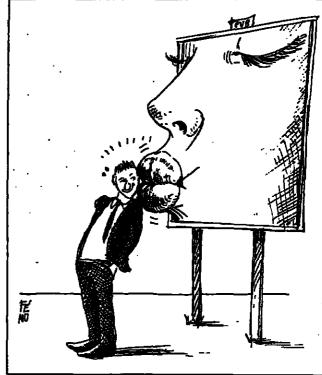
U.S. companies advertising in Japan may be in a better position than their Japanese counterparts to adapt to these changes. U.S. comwhen avertising products that cost more than competing Japanese brands. The actor James Coburn sings the praises of Lark eigarettes, and Parliament cigarettes are print campaign that pictured a gi-

Grand Canyon and Niagara Falls.

But U.S. advertisers have been flexible in designing their campaigns to suit local tastes; while Japanese companies have Americanized their products through advertising, the Americans have been Japanizing theirs.

U.S. advertisers' willingness to adapt is their acknowledgeme that Japan has proved a major obstacle to the use of blobal advertising campaigns. Advertisements panies do use American motifs United States and Europe have foundered in Japan. The Japanese prefer a soft-sell (some would sav a no-sell) style of advertising that relies heavily on mood images and music but little narration. The conknown as "American Blue." Bud- cept is abstract and can be puzzling weiser became the biggest-selling to those accustomed to the more foreign beer in Japan through a strident Western form of advertis-

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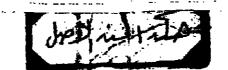
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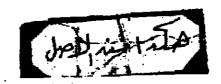


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to give t deal. It 1 issues or



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to give the advertiser a better deal. It means:

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Brazil: U.S., Domestic Agencies Spar Nevertheless, international agencies in Brazil many problems; their marketing is less sensitive say this is still one of their most important and than the Europeans," he said. By John Barham

SAO PAOLO - World brands are a bone of contention in a quiet struggle between U.S. international advertising agencies and domestic agencies in Brazil, one of the world's most important consumer markets.

Brazil is the eighth biggest ad market in the world, according to figures from Fenapro, the national advertising federation, showing that last year Brazilian advertisers spent \$2,589 bilion. In urban Brazil alone, people spent \$125 billion on consumer goods and services in 1983. But Brazil has been hit hard by a recession

prought on in part by its \$100-billion foreign debt. Sales and incomes have plummeted in the last four years. Top salary earners are making half what they did four years ago in real terms. Antônio Crippa, client service director at SSC&B Lintas Worldwide, said the middle class's lower purchasing power had "forced agencies to cope with the new situation by emphasizing value for money in campaigns."

Agencies have not escaped the recession; clients have cut advertising budgets. Sergio Leal de Carvalho-Guerreiro, president of Leo Burnett Publicidade, said, "1983 was our worst year since 1968. This year we're doing better, but we're still losing against inflation." Burnett had stignated billing of the equivalent of \$0.00 estimated billings of the equivalent of \$9.09 million in 1983, down 26 percent in dollar terms

from 1982. Lee M. Pavão, president of J. Walter Thomp-son Publicidade, said his clients had cut spendranked foreign agency in Brazil, had estimated billings of \$64.5 million in 1983, 25 percent less

International agencies' presence in Brazil is relatively limited. McCann, for instance, is the owned agencies are hurt by the federal government's policy of placing its accounts only with wholly Brazilian agencies are hurt by the federal government's policy of placing its accounts only with the southern city of Curitiba, which has a temwholly Brazilian-owned agencies.

U.S. agencies in Brazil favor well-tried American techniques, with a heavy emphasis on market research. They often repackage campaigns designed in the United States or Europe for use in Brazil and other markets.

International agencies in Brazil claim the country does not have to be treated as a special case when marketing world brands. Flavio Autônio Corrêa, head of Standard Ogilvy & Mather Publicidade, said: "There's nothing different about Brazil. You just have to adapt world brands the best way you can to fit the cultural scenario of each country.

Mr. Crippa of Lintas agreed, noting that some brands had become so embedded in the Brazilian way of life that they had entered the language: "You don't call razor blades razor blades in Brazil. Here we call them gilettes. Francesc Petit, a partner in Duailibi, Petit e games the best in the world.

Zaragoza, a leading São Paulo agency, said he believed that foreign agencies should adapt themselves to Brazilian culture. He criticized their correlation of the control of the correlation of the correla ing 25 percent. McCann Erickson, the top- Zaragoza, a leading São Paulo agency, said he their emphasis on research. "U.S. brands have you in your work."

hucrative markets. Mr. Pavão said Brazil was Washington Olivetto, creative director at fourth in importance to Thompson, after the Duailibi, said: "Multinational companies have United States, Britain and West Germany, Jens a very distorted idea of Brazil. They make ads Olesen, president of McCann in Brazil, said the that are typical for Third World countries, for local agency was "one of the top five or six in the instance, using ads they would use in India, world" for his company.

But the typother instance, using ads they would use in India, although that's becoming less common."

Reliance on research has brought more than one world brand to grief in Brazil. Three years European descent, accustomed to eating soup, especially in the winter. The brand flopped nationally because consumers in other parts of Brazil hardly ever eat soup.

One adman at an international agency said his company was consciously using world brands as a way of getting local agencies' multinational company accounts. And at Standard Ogilvy & Mather, Mr. Corrèa criticized what he termed Brazilian agencies' use of "an ideologi-cal, nationalistic argument to take over our slice of the cake" when it comes to world brands.

Mr. Olivetto, though, said multinational companies' increasing use of world brands was forc-ing the Brazilian agencies handling them to make better ads than the companies' agencies in the United States or Europe. He said that Atari considered DPZ's Brazilian launch of its video

Regulations, Limits

specific sensitivity made possible by local offices can create a better campaign concept that will remain intact through several border cross-

Grey Advertising faced such a challenge in handling General Mills Toy Group Products in the United States and six European countries. General Mills markets a number of best-selling toys, such as Star Wars, Strawberry Shortcake, and Care Bears products. Grey's U.S. advertising for these also had to be usable in Europe, where regulations for children's advertising are more stringent.

In West Germany and Spain, for example, there can be no hint of violence in television commercials, and certainly no sign of weapoury. In Britain, celebrities such as those who played the characters in the 'Star Wars" films may present a product but may not endorse it. In France, children may appear in ads but may not speak. Further, there can be no action that might incite violent behavior, and no television ative ways to achieve the local advertising is allowed for films; - touch necessary to receive legal thus prohibiting the use of "Star Wars" footage. The difficulty in complying with all these regula-tions was compounded by the im-United States at Grey world headportance and fragility of the mar-

ons, film footage and children active restive minds to work on bat or weapons. The play activity tions is to follow d ing out intergalactic battles with adapting scripts to meet local custowed a "peaceful cruise" executional avenue Star Wars vehicles and figurines.

But the combined regulations of the European countries restricted the use of these ideal elements of a Star Wars products campaign. We could not use the futuristic weapons, the fantastic movie footage the participation of children.

Since a pan-European Star Wars campaign, using an identical adver-tisement in all countries, was ruled out. Grev's turned to local touches in each country that communicated an association with the film, its adventure in fantasy and a special excitement intended to stir the imagination of children in each market.

Our objective - regardless of executional nuances required, to adhere to legal restrictions - was to have every child "relive the fan-tasy" of Star Wars. Central to the enormous success of the U.S. campaign and its potential success in Europe was the requirement that every Grey office ensure that its advertising for Star Wars products allow every child to have this same global vision. There were many cre-

The process for creating General quarters in New York. Before a commercial is shot, the proposed ket audience: children. commercial is shot, the proposed In products born of the success script is sent to Grey's offices in of "Star Wars," any campaign countries that may want to use all theme would ideally include weap- or part of a spot. These offices put

sized agencies, all of them manage-

ment-owned. The driving force be-

hind its establishment has been

Everetts of Britain and Segmenta

Nine months after being formed, the group has not gained a major

international account, although

there have been deals with advertis-

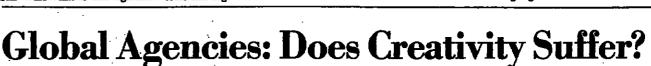
ers involving two or three of its

of West Germany.

script. These adaptations are sent wars combat was left to the imagito New York and the process of nation of the viewers. integrating the needs and ideas of many countries begins.

The Star Wars commercial verused movie footage without com-

Grey's advertising expenence with Star Wars toys in Europe can be extrapolated to other global opsion for West Germany and Spain portunities. The solution to the problem of disparate legal regula-tions is to follow different creative executional avenues to deliver a



one of Britain's largest independent agencies. "Furthermore, formula advertising on an international scale can be counterproductive. Local managers and agency staff feel they have no responsibility for advertising which they haven't cho-

Imposing advertising on local staff has caused international agen-cies problems. "You cannot order people around; otherwise you will lose them," admitted Joe de Deo, president of Young & Rubicam Europe. "You end up with mediocre, obedient managers, which is not the way to succeed."

In recent years most multinational agencies in Europe have been hit by breakaways: Talented staff have opted to set up their own agencies because they have felt stifled within the conventional interational network.

In Britain, up-and-coming agen-cies such as Grandfield Rork Collins, Leagas Delaney Partnership, Wight, Collins, Rutherford Scott and Gold Greenless Trott were started with the help of former executives of multinationals.

Saatchi & Saatchi has built : structure that allows managers more freedom than in the traditional international networks.

As an executive of one Saatchi subsidiary said: "They let us do pretty well what we want, as long as we return a reasonable profit each

Dorland is trying to set up a second-string network for the Saatchi group in Europe after taking over the European operation of Dancer Fitzgerald Sample earlier this year. The managers of the 14 DFS

offices in Europe have been offered deals giving them substantial shares in their agencies, allowing scope for local initiative.

"We'll have the majority of the equity in each agency but we want the managers to have enough to feel each one is partly their business," said Jack Rubins, chairman of Dorland/DFS International. "In that way we hope to prevent breakaways and to exercise sufficient discipline to ensure that the needs of our international clients

Elsewhere, however, major sharcholdings are being regarded as irrelevant. The next generation of international networks is likely to take the form of confederations in which no single agency has absolute control. Members of the net-

work would pool their money into a holding company that would act as The confederation system probalarger agencies that have plenty of talent to offer and are looking for co-operative deals with others.

national advertising," said Mr. de Deo of Young & Rubicam, which denies it would be using the consor-One of the biggest confederations already operating is Europe-an Sales Development Agencies. consisting of 12 small to medium-

sharing resources, rather like the pean network. Japanese have been doing in the electronics and car industries, "said Ron Leagas, former managing director of Saatchi & Saatchi and cofounder of Leagas Delaney Partnership. "The future of international advertising lies in more collaboration and less Napotonic control."

tising is an adaptation of a strong national campaign which gets through to the real consumer rather than an artificial, composite European one." Mr. de Den said leonic control."

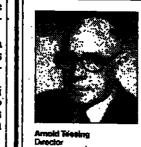
Collett Dickinson Pearce, one of "Our problem at the moment is

general secretary, who is based at ative excellence after losing the Segmenta's Hamburg office. The accounts for Cinzano and Galnetwork hopes to resolve this by laher's Silk Cut cigarettes to comdoing test campaigns for advertis- petitors with an international ser-

"In a confederation, agencies bly will get its biggest impetus from can retain a strong, individualtistic These agencies have got to start tium as a second string to its Euro-

pean one." Mr. de Deo said. But he warned: "Crucial to the Britain's most creative agencies, is success of this setup is the choice of establishing a pan-European con-federation with financial backing motivation and attitude. In the that we do not have any international campaigns to show prospective clients how good we are," said
Cees Mulderij, the federation's

canonisming a pan-Laroba
federation with financial backing
from Young & Rubicam. The agentive clients how good we are," said
cy decided to set up a loose network of agencies known for crewrong partners."







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- ABC is read by the same proportion of men and women.
- ABC readers range between high and medium high socioeconomic standing.
- ABC readers' educational standard is above the national average.

A recent study conducted by CEIM (Independent Employers' Association of Madrid), on the occasion of the "First Get-Together of Madrid Employers", gives the following result: ABC appears first in the survey's ranking. 51.10% of Madrid employers and executives read ABC every day. In the same survey, covering all Madrid dailies, the following two newspapers are afforded percentages of 21.01 and 19.70, respectively.



A SPECIAL REPORT ON INTERNATIONAL ADVERTISING

A Budding Industry Strives to Reach Vast Indian Market

By Kim Gordon-Bates

NEW DELHI — On a professional level, the people behind India's budding advertising industry prefer to forget that they operate in a country of almost 750 million people, on paper the world's largest consumer market.

India's up-and-coming young generation of advertising executives also would rather not admit that the industry's annual per capita expenditure is 45 cents, compared to \$300 in the United States. And, because hard-brass economics is inescapable, advertising in India is aimed at a much smaller group: those possessing some sort of disposable income.

Even in this half-size India, however, there exists a mosaic of particularities, cultures, religions and social habits where, as one advertiser explained, "we have to tred carefully if we don't want to upset any-

Ram Sebgal, manager of India's largest agency, Hindustan Thomp-son, a nominal affiliate of J. Walter Thompson, gave an example of the diversity of India's advertising environment: "It would be impossible for me to picture a pair of jeans on a female model in southern India, where people are extremely conservative, whereas women wearing jeans is a common site in a big city like Bombay." And in Bombay, jeans probably would not sell well if not featured on a pair of

sexy hips. Similar discrepancies throughout the country have meant that, to be on the safe side, ad artwork in India has often been uninspiring and unsophisticated, relying heavily on radio commercials and on simple messages posted on road-side biliboards.

begins with meticulous market re-search. Each segment of an Indian society is carefully weighed and its market potential assessed. This means either aiming the campaign to one group or walking the tight-

We first consider what we call the affluent 3 percent of our society - people who speak English, are educated, travel, read international magazines, have money to spend," said Mr. Sehgal. Such people re-spond readily to advertising cues similar to those used in the West. Campaigns carrying an unashamedly "elitist appeal" invariably focus on a fun-loving clean-looking youth image or on people with style

Problems begin when a new cam-paign is expected to reach out to the rapidly growing middle classes — 10 to 20 percent of the total population.

Market researchers in India have had to discipline themselves to think of two distinct groups of people: the "modern" household, defined by Mr. Sehgal as homes where the wife goes out to work; and "traditional" families. The former are assumed to be more receptive to, say, new time-saving prod-ucts, where the latter might be

owing to the increased introduction of foreign goods on Indian markets under foreign brand names as well as "Indianized" names, this balance has been disrupted. Indian a "take a photo for fun" message. consumers are no longer as predict-

Packaged foods and fast foods have suddenly become popular in big and medium-sized cities, which has meant the creation of a new simple messages posted on road-side billboards.

For all its apparent blandness, an advertising campaign in India

market. Older products have simi-larly come to life: Until two years ago, because of the relatively high cost of a photographic print (about



expected to stick to proven values. \$1.50), Eastman Kodak's advertisof Lintas, one of the few India
Over the last two years; however, ing in India concentrated on "onceagencies to have kept a foreign ing in India concentrated on "once-in-a-lifetime" occasions; now, the equity participation (with SSC&B cost of a print having decreased

> When it comes to the widening number of international brands available, most Indian advertisers agree that, despite all India's regional particularities, it is best to keep the products' internationally recognized images as constant as

of New York); other agencies, like their foreign equity 10 years ago to qualify for public-sector advertis-ing in a country where government agencies such as Air India and the tourist bureau are the largest cli-

Because we live in a protected environment, we have the freedom to say whatever we want, but even in India nowadays people need to
Atul Sharma is regional director trust brands," Mr. Sharma said.

Greece: No Limits on Ads for Cigarettes

By Andriana Ierodiaconou

ATHENS - Where in the world these days can you call a brand of cigarettes "Sante" — as in the French word for health — and get away with it?

The cigarettes are made by Constantinou Brothers. They come in a pretty, geranium-red box bearing the portrait of a blond 1930s-style beauty who looks like the words

her mouth. Santés are very popular. Greece is one Western European country - it became a full member of the European Community in 1981 — where health considerations have not caught up with cigarette advertising and marketing por with consumer attitudes to to-

bacco products and smoking. Greece is the fastest-growing Western European cigarette mar-ket. Manufacturers report that since 1981 consumption has in-creased at an annual rate of 5 percent despite yearly price rises. Greek smokers consumed more than 1.1 billion 20-cigarette packs last year, an average of more than manufacturers operating in Greece 60 million cigarettes a day in a describe as a web of legislation that

Sao Paulo, Brazil.

Hancock, director of the Rothmans office in Athens.

Greek consumers have not re- tion. ined unexposed to an trends. In 1980, the conservative government tried a health and smoking campaign using television, radio, newspapers, magazines and posters to drive home the message Cigarettes, or health." But the drive petered out when the govern-ment changed in 1981 and it was not revised by the Socialists.

The only lasting reform has been a ban on television and radio advertising for cigarettes. Cigarette ads are allowed in cinemas, on billboards and in the printed press. Health warnings are required no-

Though promotional advertising is restricted by what international

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Target: What Every Marketer Should Know About

MERRILL BROWN is a New York-based financial

JACK BURTON is a journalist based in Tokyo who

ROBERT J. COEN is senior vice president of

GEORGE FIELDS heads a market research company

in Japan, ASI, which he helped to established in 1965.

He has put his observations of Japanese consumer

behavior into a book - "From Bonsai to Levi's"

JONATHAN E. FOX, a senior vice president of Grey Advertising, is director of client services for Grey-

Europe, which develops and oversees Grey's multina-

tional clients in Europe. He is based in Brussels. KIM GORDON-BATES is a New Delhi-based corre-

don that specializes in worldwide media service.

spondent for the McGraw-Hill World News service.

MICHAEL HOOK is managing director of Ogilvy & Mather International Media, a subsidiary of O&M Lon-

ANDRIANA IERODIACONOU is an Athens-based

journalist who contributes frequently to the Internation-

al Herald Tribune, the Financial Times and The Wash-

SEAN MILMO is a journalist based in England who

writes on international business affairs. He previously

worked for the Reuters news agency and a number of

newspapers and magazines.

KENICHI OHMAE manages the Tokyo office of

McKinsey & Company. He is author of a forthcoming

TOM SUTTON is chairman of EA International,

which is J. Walter Thompson's European-based second

book, "Triad Power" (Free Press, New York, 1985).

contributes frequently to the International Herald Tri-

Women" (Free Press, New York, 1982).

McCann-Erickson Worldwide in New York.

journalist for The Washington Post.

(Macmillan, New York, 1984).

ington Post.

agency network.

country with a total population of is not entirely clear, activities such ament that most Greek companies nine million.

Those in the industry predict that these rates of growth will continue at least into 1987.

as sponsorship of public events are could not undertake easily.

Some pressure toward greater returns of both money and services for the Acropotic the introduction of health warnings.

significant Greek tobacco industry,

Tobacco growing provides employment for more than 100,000 Greek families in the north of the country. The highest agricultural subsidy Greece receives from the EC goes to tobacco farmers. There are six main Greek cigarette-makers — some also deal in related products such as pipe tobacco — employing a total of about 4,300 mesonle.

people.
These industries are under threat style cigarettes. Since 1980, the tar and nicotine levels on cigarette market share of Virginia cigarettes packs.

"It's the Mediterranean tem- lis Rally, one of Greece's main an- and concerted anti-smoking camperament, perhaps. The Greeks pust don't get as intense and strident about the smoking issue as the northern Europeans do, "said Roy appears to be the existence of a counterparts in the community. Something is bound to rub off," ranging from farming to produc- said the marketing manager of an international-brand cigarette com-

as Greek consumers follow a considerations might again prove worldwide trend away from dark oriental-leaf tobacco — the sort tocal industry from foreign compemainly cultivated in Greece — in thon. One feature of the draft bill favor of so-called blond Virginia- is reported to be a ban on printing

in Greece has doubled, from about
12 percent to about 24 percent,
even though they cost on average
about twice as much as the domestic type. Switching to Virginia-leaf tobacco requires a capital invest-

Triad Theory: How To Be Everywhere

(Continued From Page 8)

the office automation industry, you had better be in California, Boston or somewhere in Japan so that you can physically feel the "breathing" of the industry. If you are a semi-conductor manufacturer, you need to visit Arrow and Hamilton, large chip distributors in the United States, or Kyushu, Japan's "Silicon Leland." In the world feshion busing Island." In the world fashion busi-ness, insiders in the sensitive zones such as Milan and, increasingly Harajuku and Aoyama in Tokyo, pick up signals way ahead of their competitors who live elsewhere or who spread their operations thinly around the world.

Few companies have the capaci-ty to be an insider in the triad on their own. With the possible exception of a few companies such as International Business Machines, Eastman Kodak, Nestlé and Xerox, most do not have strong enough distribution channels to penetrate all three regions. Moreover, there are too many relevant technologies for them to develop, as well as subtle adaptations in local design and promotion. Therefore alliances are formed so that companies can share research, products, sales, distribution and service.

of the triad on their own, but there are obstacles. Even in sophisticated multinationals, foreign manage-ment has been slighted. In the last few years, senior managers of foreign operations have been promoted and been given more responsi-bility. But few companies have seriously changed their headquarters organizations to fit the reality of the emergence of the triad. The local operations of most

Companies can penetrate parts

in terms of their ability to respond to differences in country markets. But "multilocal" companies, with strong local autonomy in each of dozens of overseas affiliates, can be run in a democratic way. They are true insiders with indigenous management teams. Key countries and regions may not, however, receive enough attention in multilocal companies. Unless supplemented by a broader perspective, local au-tonomy can result in blind spots where serious competitive erosions and market shifts are taking place. Scale economies both in raw ma-

terials and production must be captured to stay competitive in large global markets. Electronic devices, for example, represent 30 percent of the cost of many consumer electronics products and are highly sus-ceptible to production economies. Depending on the importance of scale, variations in customer requirements and other variables, multiregional structures are moving toward more or less regionally centralizing different functions.

It's not clear yet how much the marketing function will be centralized by companies seeking to sell worldwide. Those who argue that global competition and global mar-kets will require identical, global products and pitches are naive or simply overstating their case.

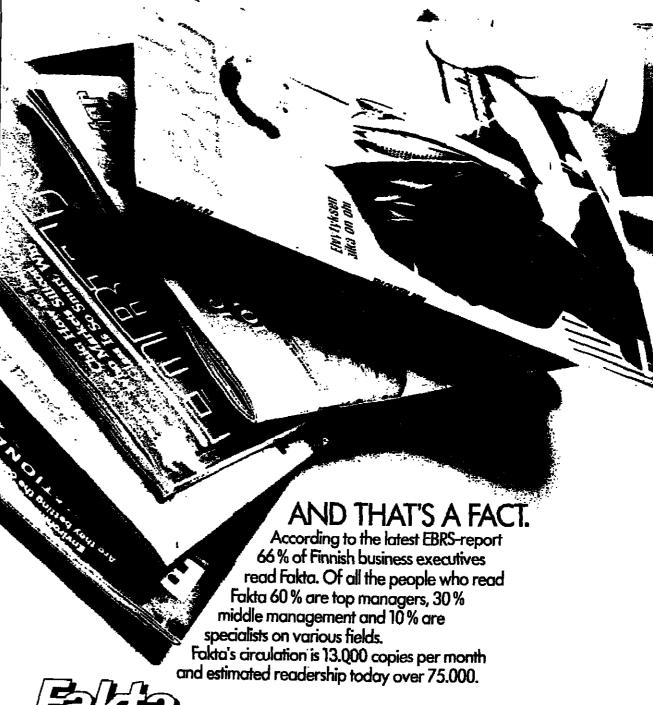
It is also important to realize that, just as "downstream" activities such as marketing and distibution have become the most profitable functions of a business, they have also become very expensive. Penetrating and sustaining a brand name in a country can be more costly than building a production



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EUROBONDS

International Investors Fail To Copy New York's Rally

By CARL GEWIRTZ

ARIS - International investors are either shell-shocked

by the dollar's volatility on the foreign exchange market or simply less sanguine than U.S. investors about the outlook for interest rates. Whatever the reason, the spirited rally in the New York bond market last week failed to find much echo in the Eurobond market.

The New York rally started to run out of steam late Friday. when Washington reported that the index of leading economic indicators - whose movement supposedly foreshedows coming events - rose 0.5 percent. This was at the high end of what the

French Fr. medium term
Yen is term, int'l inst. ___
ECU short term
ECU medium term

marketplace had anticipated and was bad news for the Eurobond Yields bond market, which is counting on slower economic U.S.3 is term, int'l last. growth leading to lower in-

Despite the late easing in New York prices, the traditional gap between yields in the U.S. and international bond markets remained un- EUA long term prices on Eurobonds have to rise so that yields (which move inversely to prices) de-cline and thus restore the for Week Ended Sept. 28 normal wider gap with New Tetal Dollar Equivalent Cedel . 10,858,60 8,609,90 2,248,70 Euroclear 22,207,30 20,084,80 2,122,50 York, or that prices fall in New York driving yields

According to this analysis, buying Eurobonds tooks like a safe investment because prices should either remain stable or rise. And yet, there has been no rush. This caution is explained by the lingering worries that after the current pause, dollar interest rates will ultimately be pushed higher and by the fear that the dollar's current overvaluation will inevitably be replaced by a massive swing to undervaluation when the current euphoria in the exchange market evaporates.

The current volume of new business is being maintained, bankers report, by the flow of funds coming into the market through payment of interest and principal on outstanding issues. This dollar income is being reinvested in dollars, but the experts say there is little sign of "new" money being committed to Eurodollar bonds.

According to Orion Royal Bank's annual analysis of these fund reflows, this "old" money flow is quite substantial. The bank has estimated that in September through November (some of the issues currently being offered call for payment in November), an average of \$2.8 billion per month is available for reinvestment. The bank's figures show that dollar payments, on average, account for 73 percent of the total.

UDGING by the performance of prices, a lot of the dollars available for investment have been going to buy warrants. The Eksportfinans warrants have more than doubled from the end-July offering price of \$16 to Friday's \$39 bid, \$42 offered. The Commerzbank warrants, offered at \$17½ at end-June, are currently \$43-\$47. The smallest gain is shown by Weyerhauser, which only a week ago offered warrants at \$24. They are now worth \$30-\$32, a gain of about 25 percent.

Warrants are attractive because of the low cash outlay re quired, the long lifetime of three-to-five years, compared with 12 months for interest-rate futures or options contracts, and the opportunity these factors create for speculators worried about interest-rate and exchange-rate developments to hedge their bets.

The relatively low cost means limited loss if interest rates soar or the dottar plummets of both, but it a gains if interest rates plummet. On top of this, the relatively long life increases the chance of winning.

Despite the substantial price increases already registered, analysts at Société Générale Strauss Turnbull, the London-based dealer specializing in warrants, argue that warrants are still look cheap relative to yields available in the secondary market. In a telephone interview, Willy Dunn, the director, noted that

the General Electric warrants are trading at \$371/2-\$401/2. The (Continued on Page 19, Col. 1)

At Benetton Boutiques, Careful Strategy Pays Off

By John Tagliabue New York Times Service

TREVISO, Italy - When it opens a new boutique, Benetton is usually satisfied with a modest appearance - a bright green facade, say, and wooden clothing shelves propped against the walls. The overall effect is, to say the least, unprepossessing, as belies the fashion equivalent of fast

But several years ago, when Benetton sought to open a bou-tique along Zurich's meticulous Bahnhofstrasse, the avenue's store owners and bankers objected that the design was belowstandard. Benetton adapted, overcoming the resistance with ingenious window displays and elegant furnishings, and now the shop is among Benetton's most profitable.

The resolution of the run-in with Zurich's arbiters of taste demonstrates the elasticity that Benetton has applied in becoming Italy's fastest-growing fashion empire.

The question now is whether the company's prescription for success in Europe will work in the United States. It entered the fiercely competitive, upscale mar-ket for youthful women's cloth-ing in 1980, when it opened its first store in New York

"Obviously, marketing will be extremely important because of the rapid turnover in trends,"



Luciano Benetton, chairman of Benetton, and the other members of the family who operate the company. From left, Gilberto, Carlo and Giuliana Benetton.

said Jay Fairfield, a retail-trade analyst at Piper, Jaffray & Hop-wood in Minneapolis. "The ones that seem to have more difficulty are those catering to younger tastes, because of the lickleness of younger consumers. It's not so much a risk factor, but they'll probably have to work harder to maintain interest."

In large measure, the company's success in Europe can be traced to the efficiency of its computerized inventory system, which, in linking its stores, provides immediate intelligence reports on shifts in what customers want, enabling the company to make immediate adjustments in Thus, much of Benetton's knit-

wear is produced in neutral gray so the company can quickly dye it in any of 60 hues according to changing customer demand. By any standard, the growth of

etton, which has 2,600 shops, including 180 in North America. and free of problems. Revenu this year is expected to reach \$330

The company's headquarters are the 17th-century Villa Minelli, with magnificently restored frescoes, in this provincial Venetian town. And it farms out much of its work to small suppliers, about 200 of them in nearby villages, whose nonunion wages and

(Continued on Page 21, Col. 5)

Russia: Muscling into the Dollar Game

By Nancy L. Ross

WASHINGTON - A week ago last Friday, many Western banks, corporations and traders lost large sums of money as the dollar lost more than 4 percent of its value against the Deutsche mark. But as they watched the dollar's largest

important traders in capitalist foreign currency markets. It has reportedly used astute trading through its banks to make considerable profits from the dollar's nents this year.

According to several accounts, the Soviet Union had bought dol-lars heavily before Sept. 21, when the dollar was on its long upward

On Sept. 21, the West German central bank launched a surprise move to increase the value of the Deutsche mark - cutting the dollar's value in the process — by selling off about \$450 million.

The Russians moved almost immediately to sell a large volume of its dollars, apparently in a reaction to the Bundesbank's move, market

sources say.

The dollar began to plunge, leav-

ing many New York traders scrambling to sell their dollars, and adding to the currency's decline.

By day's end the dollar had lost 4.1 percent, or the equivalent of a \$64,000 loss on a \$1-million invest-ment. The Bundesbank's gain amounted to about \$20 million. "Our assessment is that the Soviu, they also saw that one trader, the Redman, was gaining.
The Redman, as the Soviet Union is called by currency dealers in New York, is one of the content of the content

years ago when the Soviet banks sold off \$1 billion in Swiss francs in two hours by placing 30 orders. "Before the market understood what was happening they got a good price," he said. "By the end of the day, the franc had suffered its largest single decline."

Mr. Vanous credited the Russians with a "superior intelligence organization," and said that attribute may have helped it to spot the Bundesbank's move in advance.

But a New York broker, who change, has about \$63 billion in asked not to be named, dismissed

that reasoning. In his opinion, the time zone may have worked in ern banks. Moscow's favor, but it is more likely attributable to the Soviet ability to interpret the central bank's action quickly. He called the Russians "wonderful capitalists." Among the biggest traders on the

foreign exchange markets, sources usually mention the Soviet Union and Singapore's central bank, then the World Bank. Information on say, and is now believed to be using is hard to obtain because the Rns-sians release no figures and West-

ing clients or potential clients. viewed agreed to talk only if they their U.S. counterparts. were not identified.

York, but do their trading by telephone and telex from London. monopoly competing against individual banks. Trading takes place chiefly through two banks, the Vneshtorgbank, or Bank for Foreign Trade, in Moscow and the Moscow Narodny Bank, which is chartered and million to \$1 billion. located in London.

A large portion of Soviet reserves is denom nated in dollars. other countries, have traded dollars the New York banker. "They can in an effort to protect their reserves really move the market," said Midagainst currency fluctuations.

Soviet participation in this market the currency markets to turn a

"They are trading more like Citiern bankers are reluctant to discuss bank than someone hedging a grain their operations for fear of offend-deal," said an observer. The Russians have been well-trained in fi-The Soviet Embassy declined nancial centers like London and comment, and most of those inter-

The Russians have another ad-These sources said the Russians vantage to go with their compehave no representatives in New tence: their size. They are a state

million to \$1 billion.

Banks offer each other gross Mr. Vanous said that Narodny has about \$1.8 billion in assets. The Vneshtorgbank, which handles all Smith Indian is one of the largest. Since the largest income for the largest since the large of the Soviet Union's foreign exmost credit-worthy nations, its banks undoubtedly have lines at assets, including \$25 billion in gold and \$13 billion on deposit in Westtrading is enormous.

"With the muscle of the central bank behind them, the Soviets are a In the past the Russians, like massive force in the market," said land's Mr. Katzman.

Argentina Makes \$200 Million In Repayments

NEW YORK - Argentina is re- financial requirements. paying \$200 million in overdue interest and loans under the latest agreement reached with its creditor

Argentina paid \$100 million of overdue interest to its creditor banks on Friday, the day the ac-cord was reached. It is repaying a \$100-million loan on Monday.

In return for the payments, the bank committee that is coordinating debt negotiations agreed to rec-ommend to 320 creditor banks an extension of an overdue \$750-million bridge loan until Jan. 15. The loan was to have been paid on Sept.

The accord was a compromise between the government of President Raul Alfonsin, which was unwilling to draw on its meager reserves, and the banks, which sought

even larger repayments.

The two sides also agreed to start talks in mid-October on \$3 billion to \$5 billion in new loans that Argentina will need through 1985. The country currently owes \$45 bil-

Citibank said the Argentine gov-ernment asserted that it was essential to work with its creditor banks and take necessary steps to ensure that new loans could be raised. Bankers said they hoped the pledge would help restore confidence in

The payment made Friday from Argentina's reserves will bring interest on public-sector debt current to April 24. The \$100 million loan to be paid Monday had been advanced by the 11-bank committee as part of a rescue package on March 30. The loan was secured by

Reserve Bank of New York. As a result of the payments, interest will be less than 180 days late when U.S. banks close their books at the end of the third quarter. If payment had been more than 180 days late, federal regulators might have forced banks to set aside more

Argentine deposits at the Federal

The agreement was made possi-ble by a letter of intent announced Tuesday at the International Monetary Fund and World Bank annual meeting in Washington. It calls

by the IMF executive board is conditioned on Argentina raising new tee, headed by Manufacturers Hanmoney from commercial banks. William R. Rhodes of Citibank,

who leads the debt committee, said his panel "welcomed the agreement with the IMF and would continue Fund and government creditors to cooperate with Argentina in will be prepared to develop proseeking a solution to the commer- grams on a comparable basis

cial bank portion of its 1984-85

Announcement of the two payments was made late Friday by Citibank after a day of intense talks with top Argentine officials.

Bankers attending the IMF meeting last week were virtually unanimous that no new loans or refinancing would be considered until a way can be found for Argentina to pay its remaining \$800 million to \$900 million in interest that is in arrears and to finally repay the \$750-million loan. (UPI, Reuters)

■ Chorus of Skeptcisim William D. Montalbano of the Los Angeles Times reported from Buenos Aires:

A chorus of skepticism from business and political leaders greeted an assertion Friday by President Alfonsin that Argentina's agree-ment with the International Monetary Fund could be implemented without triggering a recession.

Spokesmen for the private sector predicted major belt-tightening. and labor leaders warned of the social consequences. Inflation is running at a rate of 700 percent a

Commentators predicted that successfully putting the accord into effect could be politically costly for Mr. Alfonsin.

On his return Thursday from a visit to the United States, where he met with President Ronald Reagan and key bankers, Mr. Alfonsin hailed the accord and insisted that it was "in no way recessive." He said agreement had come on the basis of proposed stabilization policies that Argentina submitted to the IMF in June.

The 31-point agreement made public last week in Washington, however, imposes basically the same austerity plan that has been applied with IMF approval in other major debtor nations in Latin

Banks Agree to Explore Yugoslavian Debt Plan

NEW YORK - The coordinatfor Argentina to make economic slavia's 600 bank creditors has readjustments in return for a total 1MF credit of 1.419 special drawing rights (\$1.6 billion). agreed to "explore the possibility" of multi-year refinancing for part of the country's \$19.5-billion for-

Approval of the letter of intent eign debt.

The bank coordinating commitover Trust, said Friday that the proposal will be considered, provided the multi-national agencies such as the International Monetary

U.S. Failures Cited in Insider Cases

Agencies Often Miss Fraud at Failing Banks, Study Says

By David A. Vise ngton Post Service WASHINGTON — Fraud by personnel in banks and savings and loan associations frequently is neither detected nor prosecuted, even though it is one of the principal causes of bank failures, according

رة وزايا

committee that plans to release a report on the subject this week. Representative Doug Barnard in general, however, the depart-ingeneral however, the department has a good record of prosethe commerce, consumer and monetary affairs subcommittee of the Government Operations Committee, said last week that the report criticizes federal regulators for and bringing action against insiders whose fraudulent activities are

often tied to bank failures. was based on congressional hearings and a 15-month investigation of insider abuse in U.S. financial

the Justice Department has failed

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to) Commercial franc (b) Amounts needed to b Units of 100 (x) Units of 1,000 (v) Units of 10,000 N.O.: not availed: N.A.: not available

Insider abuse refers to misconduct by officers, directors and other employees with the intent to enrich themselves and without regard for the safety of the institutions. The Justice Department also has

a poor record of following up on criminal referrals made by regulatory agencies, Mr. Barnard said. has failed, Mr. Barnard said.

"Our report will show that in 60 percent of the bank failures we studied, there was some indication their "poor record" of investigating of criminal abuse or activity," he said. "And at one point during our study, we found 435 criminal refer-

Part of the problem is that when

abuse in institutions that have not lating facts to statutory violations." The agencies criticized in the report are the Federal Reserve, the Office of the Comptroller of the Currency, the Federal Deposit Insurance Corp., the Federal Home Loan Bank Board and the Justice Department, Mr. Barnard said, All of the agencies except the Bank Board declined comment on

the grounds that they had not had a chance to review the study.
"I heartily support most of the recommendations in the study, but I resist some of the conclusions that are critical of criminal referrals because they lump all of the banking agencies together," said Rosemary Stewart, director of the bank

board's enforcement division. The release of the study of insidoften tied to bank failures.

rals by the banking agencies to the report, Mr. Barnard said, Justice Department in which no cern about the stability of some case had been brought at all. This is U.S. banks and S&Ls, including some of the largest institutions.

The subcommittee that issued the banking agencies do make the report has previously examined the study had found that criminal referrals, "they are generally weak and ineffective." Mr. Bank in New York, Penn Square to discourage criminal behavior by insiders because of its reluctance to bring criminal charges of insider factual details and any analysis re-

U.S., Japanese Industrialists

Washington Past Service

WASHINGTON — Members of a high-level committee of U.S. and Japanese industrialists differ on the impact of their governments' industrial policies on trade competitiveness, a new study reveals.

The Americans on the panel described U.S. government policies as "haphazard," and said the policies "frequently conflict with one another and the positive effects of many are often offset by the negative effects of many others."

To the Japanese, however, the grab-bag of U.S. and state policies affecting business "result in focused effects on specific industries" that enhance U.S. industries.

policies. Japanese members of the study minimized the effects of the policies. The Americans, while acknowledging that Japan has eased many of its industrial policies, found that many industries continue to reap benefits from past government help.
The study, released Friday, was undertaken by the Japan-U.S.

Business Conference, which consists of about 70 senior business leaders from each country who are involved significantly in U.S.-Past policies of the Japanese government, the U.S. members said, were "critical" to the success of vital industrial segments ranging from

believed harmed their sales in this country, including "Buy America" laws enacted by Congress and 36 states.

At Odds in Poll on Policies

By Stuart Auerbach

The same split was seen when asked about Japan's industrial

high-tech industries such as semiconductors, computers and telecom-munications to the more traditional areas of shipbuilding, steel and The Japanese were equally strong in listing U.S. policies they

They said U.S. laws against unfair trade practices have been "misused or abused" by U.S. companies trying to limit import competition, thus forcing Japanese companies "to lay out considerable costs to defend themselves."

International Lenders Await Terms As Crédit National Comes to Market

By Carl Gewirtz nal Herald Tribune

PARIS - The major focus of the international credit market last week was on which bank would win the mandate to bring Crédit National of France to the market and vice payments have been kept curwhat form the operation would

The state credit institution is expected to seek up to \$500 million and most bankers assume this will be used as a back-up line of credit for the issuance of commercial paper in New York.

Estimates on the size of the operation, which start as low as \$250 million, vary because Credit National is expected to roll together a renegotiation on terms for an outstanding line of credit and a request for a new commitment.

There was also keen interest in whether the trial balloon being floated by Crédit Commercial de France (CCF) on behalf of Mexico would succeed in re-introducing that troubled borrower to the mar-

Emphasizing that it has no official mandate to proceed with any transaction, CCF says it is sounding out the market to see whether and shorter maturity of the new there is support for a loan of up to \$50 million for Nafinsa, a Mexican state credit agency. If it works, this would be the first loan unsupported by official arm-twisting for lis-Osake-Pankki is seeking a sev-Mexico since 1982 when its debt crisis erupted.

the marketplace, the proposed loan tors are being offered 621/2 basis is being presented as a co-financing points, or 1/16 percent, as a fee for with the InterAmerican Developholding the money in reserve.

ment Bank. This is expected to be have not been rescheduled and ser-

finsa, to be used for the development and modernization of hotel

SYNDICATED LOANS

rooms in Mexico, would total \$250 million of which more than half would be in foreign currency. The bulk of that would be provided directly by the IADB, which would also participate in the commercial bank loan

would run for 10 years and interest would be set at 1% points over the London interbank offered rate. These terms have caused some upset with the banks currently managing the proposed restructuring of \$48.5 billion worth of existing debt for 14 years at an average rate of 11/2 points over Libor.

The proposed commercial loan

The fear is that the higher margin loan may complicate winning acceptance of the rescheduling terms. In other business, Finland's leading commercial bank, Kansalen-year, \$75-million line of credit as back up for the sale of commer-To facilitate Mexico's re-entry to cial paper in New York. The credi-

If the bank was unable to rollmore attractive to prospective lend- over its commercial paper, the uners than an ordinary loan, because derwriters would be obliged to take Latin debt to the multilateral de- up its certificates of deposit, which velopment banks such as the IADB would carry a maximum return of

4 point over Libor.

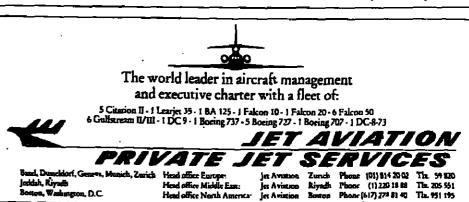
Backing the CD operation, which could take up to five days to The planned total loan to Na- complete, is a bank loan. Interest on that would be set at the prime rate, as quoted by the lead manager, Manufacturers Hanover Trust. The bank loan would be available for a maximum period of 10 days. If it were used more than three times, the interest charge on each subsequent drawing would rise by 1/16 percentage point.

Meanwhile, in the Eurocommercial paper market, CSR of Austra-lia is preparing to raise \$300 million, and banks are being asked to provide a 12-year back-up line of credit. The banks would be naid an annual fee of 10 basis points for the first three years and 121/2 basis

In addition, they would earn a one-time front-end commission of

20 basis points. For the first five years, the com-mercial paper would be sold by CSR at a maximum charge of 20 basis points over Libor; for the next two years, the maximum charge rises to 25 basis points over Libor, then to 30 basis points during the next three years and then to 37½ basis points in the final two

If the notes cannot be sold and CSR is forced to draw directly from the banks, the cost of borrowing will rise by five basis points.



Currency Rates

Late interbank rates on Sept. 28, excluding fees.

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Arteseis(a)	61.70	76,465	20.275	6,608	1261	17,995	_	24.573 25.00°
Frankfer (3,0535	1777		32.59 •	1.613 #	88.70 *	484.	121.43 * 1.242 *
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PARIS -- The General Confed-

eration of Labor pledged Sunday to expand its strike against Renault, to protest the automaker's refusal to advance the date of negotiations on wages and vacation time.

The conflict came at a particularly difficult time for Renault, which slipped to sixth place among European car manufacturers during the said it would call on all Renault first half of 1984. It had been first

In addition, a prolonged disruption of Renault production lines would upset a major marketing effort being launched for the compamy's newest car, the Super-5. That model, a replacement of the Renault 5, is a key element in Renault's strategy to expand exports workers' wages and bonuses be inand improve its finances.

Union Vows to Widen Renault Strike slowdowns hit five major Renault fifth week of paid vacation. The factories and several smaller subsidiaries. Over the weekend, three week be taken between Christmas factories remained affected, with and New Year's Day. the most serious labor resistance The CGT, which has close links concentrated at the Donai plant in to the Communist Party, is also

northern France. There are 8,300 demanding that Renault, a stateworkers at Donai. The CGT, which is the strongest union in the French auto industry, employees on Monday to take radical action, "including the occupa-tion of factories" unless Renault

management agreed to begin nego-tiations immediately. Renault has set Thursday for the beginning of negotiations and has refused to advance that date. The union is demanding that

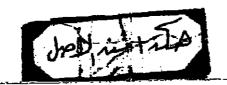
owned group, negotiate its employ That demand is a direct challange to the Socialist government's restructuring program, which is aimed at streamlining heavy indus-

Under the plan, tens of thousands of jobs have been or will be cut from coal, steel, shipbuilding, automaking and other traditional industries over the next few years. Renault has announced plans to

cut 15,300 jobs by 1986. The program was the main reacreased, and that they be given the son the Communists left the gov-Last week, strikes and work right to choose when to take their erument last summer.

International Bond Prices - Week of Sept. 27 Provided by White Weld Securities, London, Tel.: 623-1277; a Division of Financière Crédit Suisse-First Boston Prices may vary according to market conditions and other factors.	Anni Sacurity 5. Met Prizzi Met Lis Cert TALY
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New Eurobond Issues

issuer	Amount (millions)	Mat.	Coup.	Price	Yield at offer	Price and week	· Terms
FLOATING RATE NO	TES						
Investors in Industry	£ 75	1994	. 14	100		99.70	Over 3-month Libor, Minimum coupon 5%, Collebia of par in 1989. Commissions 0.55%.
POXED-COUPON						 -	
Bankers Trust	\$150	1989	12%	99%	1270	97.83	Noncolichie.
Borden	\$100	1987	121/2	100	1216	98.83	Noncolloble, Estendoble to 1996.
Commonwealth Bank of Australia	\$100	1989	12%	100	12%		Noncalichie.
Export Development Corp.	\$100	1989	12	100	12	98.25	Noncolable.
General Foods Copital	\$ 80	1989	12	100	12	98.38	Noncallable. Sinking fund to start operating in 1986 will produce a 3-yr everage life.
General Mills	\$1,000	2013	ZBIÓ	4.80	11.14	4,66	Callable at par in 2009
Konsoi Electric Power	\$100	1989	121/2	100	12%	98.50	Nencatiable.
Mitsui Trust Finance	\$100	1989	12%	99%	12.95	98.50	Noncolloble,
Raiston Purina	\$100	1989	12%	991/4	12,82	98.95	Noncollable,
Southern California Gos	\$ 60	1991	12%	99%	12.82		First collable at 101 in 1989.
Mortgage Bank of Denmark	DM 100	1991	7%	100	7%	99.00	Nancollable private placement.
Rabobank	DM 200	1994	7%	100	7%	98.50	Noncollable,
EIB	ECU 50	1990	10%	100%	10.63	100.25	Noncollable, increased from 40 million scus.
EIB 	BCU 50	1994	1114	1001/4	11.21	100,25	Collable at 100% in 1992, Purchase fund to produce on 8.14-yr average life. Increased from 40 million east.
European Coal & Steel Community	ECU 50	1994	111/4	100	1114	100.00	First collable or 101 in 1990. Sinking fund to start operating in 1990 to produce an 8.5-yr overage life.
Privotbanken	ECU 35	1991	111/4	100	11%	99.50	
COUTY-LINKED							
Accor	\$ 40	1999	7%	100	71/2	98.00	Callable at 103 in 1988. Convertible into company's shares at 237.775 francs, a 5.725% premium. Eschange rate set et 9.19 francs per dollar.
Cakeda Riken	\$ 40	2000	open	100	_	_	Semionnual coupon indicated at 34%. Collable at 103 in 1988. Conventible at an anticipated 5% premium. Terms to be set Oct. 1.
mperial Chemical ndustries Finance	£ 100	1999	814	100	814	101.50	Redesmoble at 112 in 1997 to yield 10.45%. Con- vertible at an anticipated 20-25% premium. Terms to be set Oct. 4.

Eurobonds Fail to Follow N.Y. Rally

warrants, which expire in August 1987, can be exercised to buy 124 percent bonds maturing in 1991 but which are callable at par in

Assuming the warrant is bought for \$40 and exercised an investor would have paid \$1,040 to own one \$1,000 bond bearing an annual coupon of 124 percent. Mr. Dunn also assumes that if interest rates drop, the issuer would be expected to call the issue as soon as possible years, which works out to 11.65 the secondary market price on GE's 11 percent bonds due in 1991

He argues that the difference of combination of a drop in price and only 22 basis points makes the war-rant an attractive buy since, in his have lost considerable ground compared by the still ended the week view, the warrant — because of its pared to the Treasury market. Morlong life and high leverage — gan Guaranty's 12% notes of 1989. ing GE paper dropped 100 basis points below comparable Treasury the prevailing stock price. Despite and Exchange Commission.

points, or I percentage point, the securities but at week's end they price of the warrant could soar to were trading at 45 basis points over sion premium, investors focused on had been reported as a \$75.3-mil-stopped 2 percentage points, the of 1987, issued at about 60 basis and the protection offered by a for the first six months of 1984. It value of the warrant could soar to points below Treasury paper ended the week at 28 basis points below.

Weyerhauser warrants should sury paper had widened to 50 basis trade at almost \$70 if current yields drop 2 percentage points, that Texaco's warrants should be worth \$90 and Creditanstalit's \$117—or more than double their current value.

By China Seen

By Christopher S. Wren New York Times Service

tends are discriminatory.

regulations that textile imports eign paper.

must come under the quota of the country of origin and not an inter
Development Corp., a Canadian mediate country where imports are government owned agency, lat processed. It has demanded com-Friday offered \$100 million of five pensation for losses incurred by not year notes at par bearing a coupo being able to have Chinese-made of 12 percent. But the low coupo

apparel finished in Hong Kong.

The United States has agreed to consult with China on its complaint after the November elections, say the Western diplomats, who declined to be identified.

The Research administration has Replaces Trust's 12% notes of 1989.

plaints about the restrictions after notes of 1991 each lost 1½ points. the elections, a U.S. trade official said Friday in Washington.

Japanese issues — Kansai Electric 12½ notes of 1989 and Missington. said Friday in Washington.

amount of head-banging "said the — were sold heavily into Japan administration official. "We're on traders said. our way toward a serious confron- Worth noting is the sale by Gen lation ")

181 111 11

e wasterning

ited short-term so that if interest event the United States re-imposes rates soared the bulk of the invest- a withholding tax on interest payable funds would be earning the ments to foreign investors, the tax higher rate of return and the loss in the warrant value would be rela-

would be borne by the investor.

could sell their holdings before ma-

turity and escape the tax. General

in 2008 at a 14-point premium over

quoted at a premium of 101%.

The bonds bear a coupon of

the stock exchange.

The short-term cash deposit also allows investors to swap the bulk of their money out of the dollar if interest rates and the dollar plummet, minimizing any loss from ex-change-rate moves yet still benefitso he calculates the yield for five ing (due to the rise in the warrant's value) from the decline in interest

Meanwhile, despite only lake-warm demand for dollar bonds, convertible bond and the first for a which are offered at 96% for a yield new issues continue to be launched. U.K. company. The amount of the of 11.87 percent. The recent issues, through a issue was increased to £100 million

Since warrant holders have three years to wait for this kind of intermillion of 12½-percent notes for est rate move to produce spectacu-lar capital gains, he maintains that year periods through 1996). Issued warrant prices should currently be at par and allowing for commis-trading at much higher prices than they are.

at par and allowing for commis-sions, the money cost Borden 30 basis points over Treasury paper. His calculations, to cite only a By week's end, with the paper tradfew examples, show that the ing at 99, the spread versus Trea-

Since only a fraction of the exercise price needs to be committed to operating after 18 months and will

Grain Default
year, producing an average life of three years. The support of the price in the secondary market coming from mandatory sinking-fund purchases was expected to appea to Swiss investors. Nevertheles the paper started trading at a di count of 1½ points.

BELIING — China appears likely to default for a second year on its commitment to buy six million tons of U.S. grain under a 1980 accord, was Commonwealth Bank of Australia's \$100 million of five-year notes. Offered at par bearing a country of the commonwealth Bank of Australia's \$100 million of five-year notes. Offered at par bearing a country of the commonwealth Bank of Australia's \$100 million of five-year notes. Western diplomats here say.

As it did last year, China is blaming U.S. textile policies that it compoint. The issue, guaranteed by the government, was said to appeal China is angry about new U.S. central bank appetites for sove

The Reagan administration has Bankers Trust's 12% notes of 198 agreed to listen to Chinese com- and Southern California Gas' 123

("There has been a tremendous Trust Finance's 12% notes of 198;

eral Mills of \$1 billion nomina So far this year, China has amount of zero-coupon bonds. Inbought only half as much U.S. vestors are asked to pay \$4.80 in grain as it promised to purchase return for paper that in 29 years and has shipped less. The Chinese will be redeemed at \$1,000 — the U.S. agreement commits the Unit- equivalent of having earned 11.14 ed States to sell, and China to buy, percent interest per year. (The six to eight million tons of wheat amount the company will actually and corn annually through 1984. It take from the market amounts to

does not provide for sanctions in \$48 million.)

Case of violations. The noteworthy aspect is that the China bought 3.8 million tons of paper is being sold in the United grain last year, but promised to States as well as internationally make up the shortfall this year.

U.S. CREDIT MARKETS

and speculators were sellers after the increase was announced, and bond prices fell as much as a point

Analysis also attributed the decline to speculative selling by trad-ers who sought to lock in profits earned when prices moved higher

By late Friday, the 12½ percent Treasury bonds due in 2014 were offered at 101 30/32, down slightly more than a point, to yield 12.25 percent. Losses were smaller for borter maturities, with the 12%ercent notes due in 1989 falling

Despite the decline in prices, and the intense speculation earlier in said Maria F. Ramirez, a credit the week about Federal Reserve monetary policy, analysts said that there had been no developments significant enough to move bond yields out of the 12.65- to 12.06percent range that has prevailed since early August

"To some extent, the market ha overblown fears of a rebound in economic activity based on the rise in the leading indicators," analysts at Evans Economics said. Although economic activity in the fourth quarter may rise slightly from the 3.6-percent growth rate estimated for the third quarter, "the fundamental underlying weakness in the economy" was evident in the revision to a 1.8-percent decline in the July index of leading indicators buy the warrant, Mr. Dunn says, dition, there is no indemnification from the 0.8-percent reported earli-the rest of the money can be depos-provision in the prospectus. In the er. In June, the index fell by 1.1 from the 0.8-percent reported earli-

> would discourage traders from anticipating further declines in inter-Managers calculate since the inest rates because a stronger econoterest is effectively only paid at my could bring with it increased redemption, foreign investors credit demands. Late on Friday the Federal Reserve Board issued fresh data that reminded market partic-Mills has the option to call the issue pants that credit demands had not completely dissipated, even though the accrued value of the interest they were not rising so sharply as in the year's first half.

Las Angeles Times Service-LOS ANGELES - Financial Corp. of America has dropped Arshould trade to yield much less offered at par, ended the week at percent and are convertible into six weeks after FCA restated its than the outstanding bonds. He espectionates that if yields on outstand-notes were marketed at 30 basis and to be set at 20-to-25 percent over ferences it had with the Securities

"put" option. In 1989, investors can request to be repaid at a 12 proved to be a major event in the the week at 28 basis points below. can request to be repaid at a 12 developments that led to the resignation of 12½-percent notes for price of the bonds.

Can request to be repaid at a 12 developments that led to the resignation of 12½-percent notes for price of the bonds.

Can request to be repaid at a 12 developments that led to the resignation of 12½-percent notes for price of the bonds.

Can request to be repaid at a 12 developments that led to the resignation of 12½-percent notes for price of the bonds. This would raise the yield to utive of FCA.

10.45 percent — a level the market obviously considered adequate protection against any disappointment in the share performance on FCA's new chief executive, William J. Popejoy, said the decision to replaced Arthur Andersen, which had been FCA's auditor for 10 This week, Pioneer Electronic is scheduled to make a pure equity offering through the sale of 8 million shares of common stock in the form of European depository receipts. The EDRs will be priced in
dollars at a level that will represent
a discount of about 3½ percent
from the Oct. 5 closing price of the
closing dates in order to
defer any losses. Andersen had ap-

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of 9 IL 9	Traveller's Guide to West Africa North Africa Central & Southern Africa East Africa & the Indian Ocean The Middle East	Each £7.95/U\$\$15.95
4	International Business Opportunities Saudi Arabia Egypt Iraq	Each £60.00/US\$120.00
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Economic Data Provide GATT Farm Move Said to Please U.S.

A Catalyst for Decline

U.S. Consumer Rates

For the week ended Sept. 19, the

For Week Ended Sept. 28

Passbook Savings....

to \$227.34 billion.

Tox Exempt Bonds Bond Buyer 20-Bond Index

By Michael Quint New York Times Service NEW YORK - The announce ment of an increase of 0.5 percent in the Index of Leading Economic Indicators provided one catalyst for the late decline in bond prices last week, according to analysts.

Although they said the index was far from convincing evidence that economic growth would acclerate in coming months, many traders

earlier last week.

half a point, to an offered price of 101 2/32, to yield 12,42 percent.

A rebound in economic activity

payments. The Eurosterling market was active last week with Imperial Chemiconvertible bond and the first for a FCA to Replace **Accounting Firm**

shares on the Tokyo exchange. . proved the technique.

Special Offer From

By Brij Khindaria International Herald Tribune

GENEVA — Diplomats from the United States, Australia, Canada and some other countries outside Europe are "rubbing their hands with satisfaction" at a GATT recommendation to discuss a ban on export subsidies in agriculture, according to an European Community official.

The community, however, has expressed dismay over the proposal, which, it says, does not sufficiently address measures used by the United States and other coun-Fed announced that business loans tries to limit food imports.

outstanding at large U.S. banks, excluding their holdings of bankers on Monday to GATT a comprose den subsidies" on some farm products.

The community plans to submit the United States of allowing "hidden subsidies" on some farm products.

These subsidies have eroded traing in the commercial paper market concerning all subsidies affecting rose \$2.25 billion in the same week, international trade in agricultural products," the officials said.

The suggestion to discuss the ban The specter of a flurry of Treasury auctions in October and early on export subsidies was made November is also encouraging Thursday by the Secretariat of the dealers and speculators to trim General Agreements on Tariffs and General Agreements on Tariffs and Trade, which had been asked to their holdings or reduce prices for prepare recommendations for GATT's Committee on Trade in outstanding Treasury securities, analysts said. We have not had note auctions

at these yield levels for a while, so The Secretariat's recommended there is a tendency for people to sit that standards should be "develon the sidelines and see how the oped within the framework of a general prohibition, subject to market reacts" after the Treasury ces a schedule for its sales, carefully defined exceptions, on export subsidies and other forms of market analyst at Drexel Burnham export assistance." It did not refer specifically to curbs on imports.

Treasury officials cannot pro-The agriculture committee will ceed with new note and bond auctions until Congress and the president approve an increase in the port subsidies in agriculture.

The EC, which wants the recommendation to include proposals on ending U.S. and other restrictions on imports, says the GATT lan-guage as it now stands is not specific enough on this issue.

EC officials say that for the past 25 years, the United States has refused to apply GATT's free trade rules to its agricultural imports, inchiding cotton and sugar.

The United States refuses to import some commodities that are priced below a fixed level, according to EC officials, who also accuse

ditional EC market shares in sever- GATT members on Nov. 20.

ban without any balancing fac-tors," an EC official said last week. ple, its share of wheat flour sales in

Egypt.
Other countries use complex quality control standards to curb imports, the EC says. Australia, for

tests to imported meat. In reply to the EC complaints, the United States has noted that it has received a waiver for its measures to protect domestic farmers and that the measures therefore do not violate GATT provisions. It also argues that its restrictions are necessary in order to to compete

with the EC subsidies. Washington regards liberalization of trade in agriculture as one of the main areas for future negotiations in GATT. The issue will be a centerpiece of the annual session of

Union, Ford Talks to Resume Today

DEARBORN, Michigan -United Auto Workers union and Ford Motor Co. negotiators will resume efforts Monday at Ford headquarters here to write a new contract for 115,000 Ford employ-

confrontation in the talks because a Ford contract patterned after the union's recent tentative agreement with General Motors Corp. might be too expensive for Ford, which is neither as big nor rich as GM,

The tentative GM pact includes a provision that would have the company spend up to \$1 billion to focused on the talks at GM.

protect and retrain union members displaced by automation, consolidation of operations and outside

contracting of work.
Peter Pestillo, Ford's chief bargainer, has said Ford wants its own contract and would not "walk in kkstep" with any other company. But when the GM-UAW agree ment was announced in September, the union's president, Owen Bieber, said: "We'll take this to

Contracts at both GM and Ford expired Sept. 14, but the Ford con-tract was extended and talks between the company and the UAW

American Exchange Options

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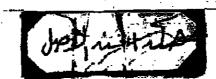
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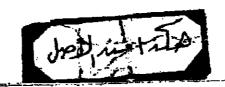
Consolidated Trading Of AMEX Listing

Mobil, Superior Oil Complete Their Merger

Treasury Bills

Consolidated Trading Of NYSE Listing





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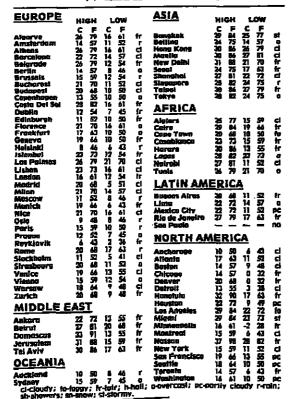
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WEATHER



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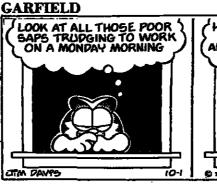




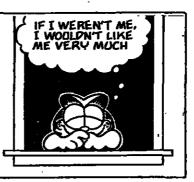












BOOKS

DIFFICULT LOVES

By Italo Calvino. Translated from Italian by William Weaver, Archibald Colquhoun, and Peggy Wright. 290 pp. \$14.95. Harcourt Brace Jovanovich, 757 Third Avenue, New York, N.Y. 10017.

BLOOD OF REQUITED LOVE

By Manuel Puig. Translated from Spanish by Jan L. Grayson. 202 pp. \$7.95. Random House, 201 East 50th Street, New York, N.Y. 10022.

Reviewed by

Christopher Lehmann-Haupt

THE 28 pieces collected in "Difficult Loves" were written in the 1940s and '50s. long before Italo Calvino began the experiments that would lead to such books as "Cosmicomics" and "When on a Winter's Night a Traveler," and would establish him as one of Europe's outstanding modernists.

The stories originally appeared in two separate volumes; one, containing 20 of the stories, was published in Italy in 1949 under the title "Ultimo viene il corvo," and the other, con-taining the eight concluding stories, appeared in 1958 in a collection called "I racconti." Fourteen of the pieces from the first book were translated by Archibald Colquhoun and Peggy Wright for an English edition, "Adam, One Afternoon and Other Stories," which came out in 1957 and 1983. William Weaver translated the remaining 14 stories for the present edition.

The stories are not uniformly impressive. The early ones are full of odd, unintegrated incidents — such as children fighting aboard a sunken wreck, or a grieving woman being consoled by the presence of an octopus - which, one has to suspect, are included for no better reason than that Calvino witnessed and remembered them. Further along, as he begins to get his material under control, he occasionally forces his effects. For example, in "Mine Field," just as a young man seems about to emerge from a mined mountain pass, he feels "an iron hand grasp him by the hair, at the

Solution to Friday's Puzzle



nape. Not one hand," the story concludes, "a hundred hands seized him, each by the hair, and tore him head to foot, the way you tear up a sheet of paper, into hundreds of pieces."

And in the final section of the book, where Calvino seems finally in command, there's a tendency to seek certain effects - such as the sense of alienation experienced by a swimmer who has lost the bottom half of her bathing suit -that are a shade too refined for the dramatic sinuations from which they arise.

Yet the pleasures of "Difficult Loves" far outweigh its discomforts. As clumsy as the earliest stories are - as insecure in point of view and occasionally guilty of ideological di-dacticism — they are full of the highly specific detail that has always lent Calvino's prose such exhilarating brilliance. Elsewhere - in a story about hungry men robbing a bakery, and in "Sleeping Like Dogs," about a gathering of vagrants trying to get some sleep — we get pleasurable gimpses of the remarkable fantasist the mature Calvino will become.

Altogether then, the satisfaction of reading "Difficult Loves" lies not so much in watching the author's skills develop as it does in tracing the changes in the geography of his imagina tion. From a child's world of brilliantly colored objects, we have traveled inward to the land scape of mood and mind. What Calvino will eventually do is reverse the process and create bright objects to represent that interior. In "Difficult Loves" we glimpse the raw materials of his more developed art.

Manuel Puig's "Blood of Requited Love" is the sixth novel by the Argentine writer whose earlier books include "Betrayed by Rita Hayworth," "Hearthreak Tango," "The Bue-nos Aires Affair," "Kiss of the Spider Woman" and "Eternal Curse on the Reader of These Pages." As usual, Puig's subject is an oppressed state of mind, in this case that of a Brazilian plumbing contractor named Josemar Ferreira reflecting on the smashed dreams of his youth

The narrative of "Blood" takes the form of a dialogue between the protagonist, who describes his life in the third person singular, and a woman who, though she addresses him directly, is actually his fantasy of a girl he loved when he was a youth. Unfortunately, Josemar has been twisted by his ugly childhood into an angry, lying malcontent who believes that "there are two kinds of women: the ones who were born to be housewives, to work and nothing else, not to be mounted, and the ones who were born to work and be mounted." Trapped as one is inside Josemar's unhappy conscious ness, one is bound to find "Blood of Requited Love" the least enjoyable of Puig's usually playful fictions.

On the other hand, Josemar is the first of Puig's fictional inventions to be tormented by his own direct experience. Unlike most of the author's previous heroes, Josemar is not the victim of what Puig has often characterized as a synthetic consciousness imposed on South Americans by the cultural colossus to the north. This may be a hopeful sign. It could mean that some of his future heroes may cease altogether to be victims. Perhaps they'll even take themselves in hand and win a victory or

Christopher Lehmann-Haupt is on the staff of The New York Times.

By Alan Truscott

4. 3. (See Sec.)

i the diagramed deal, the O North-South partnership was one of the many that falled to reach the right contract of three no-trump. In view of the club strength, North should no West would have to provide a North should no West would have to provide a doubt have headed for no- defensive tricks in one of the trump after the reverse, but it other suits. was not easy. Five diamonds would no doubt have been right of South had held a singleton spade or weaker hearts.

As it was, North-South had three top losers in five diamonds, but it happened that the tricks were not easily available for the defense. West made the normal lead in the unbid club suit and dummy's queen was taken by the ace.

play the five from five-two six spades headed by the acc

East found the winning move by shifting to the spade king, and it was her partner's turn to think. The king was likely to be singleton, so she overtook with the ace and returned the suit to defeat the

The overtake would have cost nothing even if had been wrong, since it would simply East now rightly put on her thave given the declarer a use-thinking cap. The club two was less discard chance. Notice missing, and it was not clear that the spade king play did

who held that card: A compe- not put all the defensive eggs in tent declarer would certainly one basket. If West had held doubleton in order to keep and a singleton club, she would East in doubt. But even if West have allowed the king to win, had led a singleton club, a club and the ruff would have come

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SPORTS BRIEFS

Slew o' Gold Nearing Belmont Series Bonus

NEW YORK (AP) - Slew o' Gold, running for the first time with new shoes to protect a foot ailment, grabbed the lead leaving the backstretch and led the rest of the way Saturday in winning the \$400,000 Invitational Handicap at Belmont Park. It was the fourth straight 1984 victory for the four-year-old son of Seattle Slew, who now has won two-thirds of the Belmont's Fall Championship Series. A victory in the Jockey Club Gold Cup on Oct. 20 would make Slew o' Gold the first horse to sweep the series and same in a \$1 million beaus. sweep the series and earn him a \$1 million bonus. Slew o' Gold, ridden by Angel Cordero Jr., scored by 1% lengths over Carr De

Naskra, who was two lengths in front of the 40-to-1 shot Canadian Factor. NBA Bucks, Clippers Make 6-Player Trade

MILWAUKEE (AP) - Marques Johnson and two other veteran Milwankee Bucks were traded Saturday to the Los Angeles Clippers for forward Terry Cummings and two guards, the National Basketball Association team announced. The Bucks also sent Junior Bridgeman and Harvey Catchings to the Clippers for Craig Hodges and Rickey Pierce.

"I've put in a lot of long, hard years here," said the 6-foot-7 (2.00 meters) Johnson, an all-star forward who played college ball at the UCLA. "It has been a good experience, but I'll be happy to get back home to L.A. I'm leaving a lot of people here whom I've established strong relationships with."

Johnson, 28, a seven-year NBA veteran, has averaged 21 points per game with the Bucks. Cummings, a 6-9 standout at DePaul and the NBA's rookie of the year for 1897, 83 year the Climper's first repend don't sick in 1892. He had to be seen in

1982-83, was the Clippers' first-round draft pick in 1982. He led the team in scoring and rebounding last season, averaging 22.9 points and 9.6 rebounds.

Strange Leads Texas PGA Event by 6 Shots ABILENE, Texas (UPI) — Curtis Strange eagled the 18th hole to record his second straight 67 and take a 6-shot lead after Saturday's third round of a PGA golf

Strange, who has a 54-hole total of 14-under 202, had been tied with Dan Halldorson at 135 for the lead after Friday's second round; Halldorson's 73 Saturday left him deadlocked for second place with Vance Heafner (a 69). At 7-under 209 are Brett Upper (a 71), Mark O'Meara (70), John Cook (69) and Hubert

Rugby All-Stars Humble England, 27-10 LONDON (UPI) - A world all-star team defeated England, 27-10, Saturday at

Twickenham to mark the venerable rugby ground's 75th anniversary.

The all-stars registered five tries to England's two and pushed the hosts' depleted pack all over the field, an inauspicious preparation for England's 11 international matches this season, including test series against Australia and New Zealand and the Five Nations tournament.

Greek Takes Spartathlon 2d Straight Year

ATHENS (UPI) - Yannis Kouros of Greece has won the 1984 Spartathion, a 250-kilometer (155-mile) recreation of a 2,674-year-old race between Athens and 250-kilometer (155-mile) recreation of a 2,674-year-old race between Ariens and yards on offense Saturday, Nebras-sparta. Kouros, a 28-year-old night watchman who won the race last year, received a tumultuous welcome Saturday in Sparta as he finished the gruelling course in 20 ka also lost starting fullback Tom Rathman for the first half when he hours, 25 minutes.

Syracuse Stuns Top-Rated Nebraska, 17-3

Compiled by Our Staff From Dispatches SYRACUSE, New York -Quarterback Todd Norley hit wide receiver Mike Siano with a 40-yard touchdown pass in the third quar-ter and Syracuse University made its first lead of the game stand up with a colossal defensive effort to shock No. 1-ranked Nebraska, 17-

9, here Saturday. The Cornhuskers had led from halfway through the first period on the strength of a 25-yard pass from

COLLEGE FOOTBALL

quarterback Craig Sundberg to tight end Todd Frain, but the Or-ange closed the gap to 7-3 before halftime on Don McAnlay's 24yard field goal.

Syracuse put the lid on the stir-ring upset with 1:29 left to play in the game as fullback Harold Gayden knifed into the end zone from a yard out. Syracuse punter Jim Fox ran out of his own end zone as the final gun went off to account for Nebraska's final points.

Syracuse came up with one important defensive play after another to hold Nebraska to its lowest point total since its 1981 seasonopener. Safety Ron Hobby, who intercepted a pass that killed one Combusker drive in the second nuarter, recovered a fourth-period tumble to end another. Tackle Tim Green twice got to Sundberg for sacks that ended second-half Nebraska possessions.

Last year, Nebraska had beaten Syracuse, 63-7.

The Combuskers, who had outscored three 1984 opponents by 122-17 and were averaging 532 yards total offense per game, played without tailback Jeff Smith, who sprained his ankle last week in a 42-3 rout of UCLA. Held to 214 was knocked unconscious on the opening kickoff.

Texas 28, Penn St. 3 In East Rutherford, New Jersey, econd-ranked Texas appeared ready to assume the No. 1 spot with a 28-3 rout of highly regarded Penn Byars, who has topped the 100-pass from Don King for another to State. The winners' Terry Orr yard mark in nine of his last it lead Southern Methodist past Teachers. gained a career-high 108 yards, Jerome Johnson bulled over for two short-vardage TDs and Todd Dodge hit William Harris for an

84-yard scoring pass. All Penn

State could manage was a 35-yard field goal by Nick Gancitano with 1:29 left in the first quarter. Notre Dame 16, Missouri 14 In Columbia, Missouri, Steve Benerlein threw a 74-yard secondquarter scoring pass to Reggie Ward and John Carney kicked three field goals as Notre Dame edged Missouri, 16-14. The losers were unsuccessful on two 2-point conversion tries and missed a field goal in the closing seconds.

Aubura 29, Tempessee 10 In Auburn, Alabama, walk-on halfback Kyle Collins scored on runs of 2, 19 and 9 yards to lead Autum over previously unbeaten Tennessee, 29-10. Collins' first score put the Tigers up, 7-0, in the first quarter and his final two came in the second half to seal the game. LSU 23, Southern Cal. 3

In Los Angeles, Dalton Hilliard rushed for 82 yards and a pair of 2yard touchdowns, helping Louisi-ana State down USC, 23-3 and im-prove to 3-0-1. Southern Cal, which downed Arizona State, 6-3, last week, failed to score a touchdown for the second straight game.

So. Carolina 17, Georgia 10 In Columbia, South Carolina, reserve quarterback Mike Hold com-pleted a 62-yard fourth-quarter pass to Ira Hillary, setting up his own game-winning 1-yard plunge and South Carolina remained unbeaten on a 17-10 upset of Georgia.

Ohio St. 35, Minnesota 22

In Minneapolis, Big Ten rushing burst in the third. leader Keith Byars ran for 164 SMU 26,

the second quarter and a 3-yard SMU 26, TCU 17

yards and scored twice to help Ohio In Irving, Texas, sophomore State hand Minnesota its 19th flanker Ron Morris ran eight yards straight conference loss, 35-22. for one TD and caught a 38-yard games, scored on a 4-yard run in as Christian, 26-17. (UPI, NYT)

Ballesteros Defeats Langer For World Match Play Title

WENTWORTH, England, - Severiano Ballesteros edged Bernhard Langer on the 35th green Sunday to win the World Match Play golf championship. Ballesteros, the winner in 1981 and 1982, secured the \$60,000 first prize with a 10-foot birdie

Greg Norman and Ben Crenshaw finished even in the thirdplace playoff, which was staged over 18 holes. On Saturday, Ballesteros crushed Crenshaw, 9 and 8, while Langer gained the final by edging Greg Nor-man, 2 and 1.

Ballesteros and Langer exchanged few words throughout Sunday's confrontation, which followed the publication in a newspaper of controversial comments by Langer about the Spaniard. Langer was quoted as calling Ballesteros "an intimidating player" and adding: "He

is not nice to me." Ballesteros said after the final; "I have always respected Bernhard as a person and as a player. I don't talk on the course because I don't want to talk. I don't think what Bernhard said had an effect on the

match. But I was surprised by it —I have nothing against him."

Langer replied: "Perhaps a better word is that he is very competitive and that he doesn't communicate on the course, which is probably the way it has been all his life. I'm glad it is nothing personal against me and that he feels the same way whomever he is playing. I just like to talk a little. We are all different. If you told Lee Trevino to shut up, he probably

couldn't play." In Saturday's play, Crenshav took 78 strokes over the first 18 holes, during which Ballesteros managed only four birdies -but still was 6-up. The Spaniard scaled the victory in the afternoon with a run of four birdies m six boles.

Langer stole an advantage over Norman, the defending champion, when he won both the 17th and 18th holes in the morning round with birdies to finish 3-up. He stretched his advantage to four when Norman three-putted on the short 10th (28th); aithough Norman recovered to win two of the next four holes, the match ended on the 35th green.

SPORTS



Reliever Dan Quisenberry disappeared amid a horde of Kausas City teammates after getting the last out against Oakland.

Royals Clinch Pennant by Edging A's, 6-5

Compiled by Our Staff From Dispatches OAKLAND, California - The Kansas City Royals defeated Oakland, 6-5, here Friday night to turn what was supposed to be a rebuilding year into a championship sea-son by winning the American League's Western Division title. Frank White drove in three runs

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with a home run, a triple and a single while George Brett delivered

FRIDAY BASEBALL

a homer and a sacrifice fly in helping the Royals to their lifth division title in nine years but their first since 1980. White and Brett are among the nine nine players left from the last Kansas City title

The Royals will play the Detroit inning Tuesday night in Kansas

Kansas City clinched a tie for the

pitched the first six innings for his all Babe Ruths to us." 11th victory since being recalled from the minors on May 29.

"We're not a great club, but we're a good, solid club, and we've proved we can win," said Dick Howser, the winning manager. The Royals, a team shaken in the

off-season when several players were jailed on drug convictions, were far back in the 1984 division race before catching fire.

thing," White recalled in a celebratory chibhouse. "We've only been

Leibrandt (11-7) pitched five-hit ball for six innings and left because of a finger blister. He began the season in the minor leagues and was promoted to the Royals at the end of May. He joined a starting rotation comprising mostly young pitchers, such as Bud Black (17-12)

whom Howser named to start against the Tigers on Tuesday. Indians 11, Twins 10 In Cleveland, Brett Butler's

bases-loaded single drove in Pat Tigers in a best-of-five playoff for Tabler with one out in the ninth to the American League pennant, begive the Indians an 11-10 verdict over the Twins, who squandered a 10-run lead. Cleveland came back on Joe Carter's two-run homer in division title earlier in the night the third, a seven-run sixth high-when Cleveland rallied from a 10-0 lighted by Andre Thornton's three deficit to defeat Minnesota. RBIs, and Carter's bases-empty Onix Concepcion had three hits, and a couple of new Royals, Steve RBIs and Carter's bases-empty onix Concepcion had three hits, and a couple of new Royals, Steve RBIs and Carter's bases-empty or a couple of new Royals, Steve RBIs and Carter's bases-empty or a couple of new Royals, Steve RBIs and Carter's bases-empty Balboni and Charlie Leibrandt, "First, that Jamie Quirk pinch hits played major roles, Balboni's a homer and we lose, 4-3 Thursday fourth-inning single stood up as the night]. Now it's people named Joe game-winning hit, and Leibrandt Carter and Brett Butler. They were

> Red Sox 5. Orioles 4 In Boston, Rich Gedman's sacrifice fly scored Mike Easler with the

Baltimore.

Brewers 4, Blue Jays 3 In Milwaukee, third baseman

When you're !! games under Ed Romero to score from second 500 at the All-Star break, you base and give the Brewers a 4-3 don't have faith in much of any victory over Toronto.

Rangers 4, Angels 1 in the permant race for three weeks, in Arlington, Texas, Larry Parand every game was a big one. rish's two-rim double in the sev-Before that, we were winning but enth powered Texas to a 4-1 victory we didn't realize how much."

Tigers 4, Yankees 2 In New York, Lou Whitaker hit a two-run homer with one out in the 12th as Detroit down the Yankees, 4-2.

Mariners 7, White Sox 1 In Seattile, Barry Bonnell and Dave Henderson drove in three runs apiece to lead the Mariners to

a 7-1 victory over Chicago. Cardinals 4, Cubs I In the National League, in Chicago, St. Louis beat the Cubs. 4-1, on landmark performances by pitchers Bruce Sutter and Joaquin

Andujar. Sutter worked the final inning of the 10-inning game to pick up his 45th save of the season. tying the major-league record set last season by Dan Quiscaberry of Kansas City. Andujar (20-14) pitched the first nine innings, althe league. The Cubs' Rick Sutcliffe also has won 20, but four were picked up at Cleveland before he was traded to Chicago. he was traded to Chicago.

Expos 7, Mets 9

Expos drubbed New York, 7-0. Astros 6, Reds 3

In Cincinnati, Alan Ashby's two-Kelly Gruber's throwing error with one out in the 11th inning enabled Houston over Cincinnati, 6-3. run home run in the 10th boosted

Cubs Beat Cards; Davis, Sandberg Star

tory over Buffalo here Sunday. Its clubs are 3-2.

rushing game ranked second in the league before Sunday's action. In-

dianapolis was held to 15 yards on

the ground in the first half and

trailed, 17-10, before McMillan's

Buffalo rookie Greg Bell, mean-while, had rushed for 144 yards and

NFL ROUNDUP

quarterback Joe Dulek - making

his first NFL start in place of the

injured Joe Ferguson — ran for one

score and passed for another to

pass from quarterback Mike Pagel

to Tracy Porter set up McMillan's

first touchdown, on a 10-yard run

that nied the score, 17-17, at the end

31 for the go-shead touchdown.

cepted a pass by Dufek and ran 59

yards for the score. Buffalo

Patriots 28, Jets 21

On the Colts' first possession of the final period, runs of 30 and 15

give the Bills an early lead. But a 24-yard burst up the mid-die by McMillan and a 22-yard

of the third quarter.

dropped to 0-5.

Dodgers 4. Gizzts 3

in Los Angeles, pinch hitter R.J.

Reynolds singled home Pedro

Guerrero from third to can a two-

run eighth-inning rally that put the

United Press International

five innings for the victory. Danny

Sandberg drove in a run in the

Reds 4, Astros 1

lead the Reds over Houston, 4-1.

Dodgers 4, Giants 3

Pirates 4, Phillies 0

Mets 8, Expos 4

In Montreal, Darryl Strawberry

third shutout of the year.

Cox (9-11) took the loss.

gle, his 20th hit of the year.

first TD.

CHICAGO - Jody Davis drove Expos. in three runs, and Ryne Sandberg Padres 6, Braves 2 ent 4-for-5 here Saturday to pace In Atlanta, Ed Whitson, Greg the Chicago Cubs to a 9-5 triumph Harris and Andy Hawkins comover the St. Louis Cardinals.
Dennis Eckersley (10-8) hurled bined on a nine-hitter to lead San

Diego over the Braves, 6-2. Ladians 6, Twins 4

first inning on an infield single and Cleveland, pinch hitter Carmen another with an eighth-inning sin- Castillo broke a 3-3 tie with a bases-loaded walk, and Chris

SATURDAY BASEBALL In Cincinnati, Jay Tibbs pitched a six-hitter for his fourth consecu- Bando followed with a two-run

Orioles 6, Red Sox 3

Blue Jays 5, Brewers 4 Expos 7, Mets 9 In Philadelphia, Rick Rhoden's Blue Jays 5, Brewers 4
In Montreal, Joe Hesketh four-inter downed the Phillies for In Milwankee, Fred Manrique's

A's 6, Royals 2

York to an 8-4 victory over the walked none in pitching his first complete game of the year as the A's downed Kansas City, 6-2. Since his recall from Tacoma of the Pacific Coast Leagne on Sept. 1, right-hander Codiroli (6-4) has won five

of six decisions.

In New York, Lance Parrish hit a two-run homer to cap a five-run sixth and lead Detroit to a team record 104th triumph, an 11-3 victory over the Yankees. The old mark of 103-59 was set in 1968. In the American League batting race, New York's Dave Winfield went 1for-4 and is hitting .341. Teammate Don Mattingly went 0-for-3, falling to .339.

Angels 4, Rangers 0 In Arlington, Texas, Mike

White Sox 6, Mariners 2

Brown drove in two runs with a single and a home run to help California beat Texas, 4-0. Geoff Zahn (13-10) pitched a three-hitter in recording his fifth shutout of the sea-son and his ninth complete game.

McMillan's 2 TDs Power Colts Past Bills

17 National Football League vic- 43 yards to Stanley Morgan. Both After two first-quarter field goals by Uwe Von Schamann, who had three onthe day, Marino hit tight end Joe Rose on a 26-yard In St. Louis, Dan Marino passed for 424 yards and three touch-downs as Miami won its fifth game threw a 29-yard TD pass to Mark without a loss, outscoring the Car-dinals, 36-28. Marino, who com-Clayton in the second period and a pleated 24 of 36 passes and ran his the famel to Tony Nathan early in the fourth that opened up a 33-21 league-leading total of scoring strikes to 15, riddled a St. Louis lcad.

Seahawks 20, Vikings 12

depleted by injury, notably to start-ing left cornerback Anthony Wash-In Minneapolis, Eric Lane ington and his replacement, Cedric rushed for 113 yards and a 40-yard touchdown, Dave Krieg threw a 20-Breaking David Woodley's sin-gle-game Dolphin high of 408 the winners' defense forced three yards, Marino led Miami on scor-fumbles and tallied five sacks as ing drives five of the six times they Seattle topped Minnesota, 20-12. had the ball in the first half, twice Krieg completed 17 of 27 passes had the ball in the first half, twice Krieg completed 17 of 27 passes Bears the rest of the way. Hoge countering quickly after Cardinal for 222 yards, including the TD boom was 18 of 29 for 265 yards.

Compiled by Our Staff From Dispatches 28 of 42 passes. He found Lin Daw-touchdowns with scores of his own. toss to Largent on the Senhawks INDIANAPOLIS — Randy son on a 2-yard scoring pass in the McMillan ran for a total of 114 second period and broke the game max, constantly trying to rally his yards and two second-half touch-downs in leading the Colts to a 31- passes of 4 yards Bo Robinson and 308 yards and one touchdown. four minutes to go.

Norm Johnson kicked two field goals and Lane iced the game with his touchdown sprint with 1:08 left.

Cowboys 23, Bears 14 In Chicago, Garv Hogeboom threw a 68-yard touchdown pass to Tony Dorsett, Tim Newsome scored a 2-yard TD and Rafael Septien kicked three field goals to

lead Dallas past the Bearts, 23-14. Chicago's Walter Payton gained 155 yards in 25 carries, including a 20-yard scoring run. Payton, who moved within 66 yards of Jim Brown's all-time NFL rushing record, had 130 yards in the first half. But the Cowboy defense stiffened after Payton's TD, blanking the

U.S., Sweden in Davis Cup Final

yards by Curtis Dickey, a holding penalty and short gains by McMil-lan and Dickey took Indianapolis well inside Buffalo territory. Mc-Millan, who had only six yards in the first half, burst in from the Bill 2-3, got a clinching touchdown

Dolphins 36, Cardinais 28

Bastad, Sweden when safety Mark Kalentzis inter-Anders Jarryd and Stefan Ed- us." and three touchdowns and ran 4 Sweden's second stunning come

New York Jets.

Eason completed a club-record 3-6, 6-3, 6-1, 6-1.

United Press International "We had a disastrous start, find-PORTLAND, Oregon — The ing ourselves behind all the time," controlled them. I thought we United States wrapped up its semi-final encounter with Australia, 3-0, bere Saturday to move into the Da-to be defeated, and believed the set Saturday, the Australians took e first half, burst in from the bill vis Cup championships against match was over at 2-5 in the fourth for the go-ahead touchdown.

Indianapolis, raising its record to sweden, which completed a 5-0 set. "But, after the third set, I saw sweep of Czechoslovakia Sunday in that Slozil started to get nervous which was very encouraging for

berg, down two sets to one and training 2-5, in the fourth, clawed their way back to defeat Tomas Smid and Pavel Stozil, 2-6, 5-7, 6-1, mee, 6-4, 6-2 and 6-3, in just over In East Rutherford, New Jersey, 10-8, 6-2, Saturday and give SweTony Eason threw for 354 yards den an unbeatable 3-0 lead. It was

McEenroe and Jimmy Connors and three touchdowns and ran 4 Sweden's second stunning come-yards for a fourth, carrying New back of the five-match semifinal, England to a 28-21 victory over the Henrik Sundstrom on Friday hav-matches, Australia had yet to win a set against the Americans.

Said McEnroe, who humbled Australian Pat Cash, 6-3, 6-4, 6-1, in singles play Friday: "I'm glad we won early. We started off slow but picked up after the first break.

In the first game of the opening the Americans to triple break point, but the hosts battled back on the strength of two McEnroe service aces to lead, 1-0.

"They came out pumped up." John McEnroe and partner Peter McEnroe said. "Had they broke us at love, it would have changed the whole tempo. I'm glad we got out

The Australians led only once in the doubles. That came in the third set, when they broke McEnroe to go ahead, 2-1. But in the next game, McEnroe and Fleming broke McNamee's to tie at 2-2.

McEnroe and Fleming then broke Edmondson in the sixth game and held up through the next two games to win.

"On paper it's obvious we're the better team and today we proved it," McEnroe, the world's topranked player, said. He and Fleming also rank as the world's No. 1 doubles team. They are 14-0 in Davis Cup play.

The Swedish Tennis Federation wants to play the final in Göten-borg Dec. 28-30. Australia beat Sweden, 3-2, in last year's final in Melbourne. Sweden has won the Davis Cup once, defeating Czecho-slovakia in 1975 when five-time Wimbleon winner Björn Borg was on the team.

As the host team, Sweden will choose the surface for the finals. "It's going to be our most difficult match," McEnroe said of the finals, which will be held in December. "It's going to be interesting to see what surface they choose," he said. nch the be clay, but I don't see how they're going to do that in December." The home team gets to choose

the surface in Davis Cup competi-U.S. team captain Arthur Ashe said the Swedes may take a cue from the French and try to take

"literally truckloads and truckloads of clay" to make an indoor clay court. If the Swedes choose clay, Ashe said, "they wouldn't be favored, but it would make it more interesting." (UPI, AP)

SCOREBOARD

Friday's and Saturday's Major League Line Scores

FRIDAY'S RESULTS AMERICAN LEAGUE Boditmore 942 909 289—4 9 8
Boston
Swedenerty, Snell (7) and Rayford; Gale, Stanley (7) and Gedman, W—Stanley, 9-10. 1
L—Snell, 1-1, HRs—Boltimore, Sheefs (1). Soston, Armos (43). 163 888 880—18 13 1 902 987 811—11 13 å Viola, Lysander (6), Flison (6), Davis (8), Hodge (7) and Laudner: Ujdar, Barklev (2), Easterly (2), R. Smith (4), Woodell (7) and

Fesserry (7), R. Smith (4), Woodell (7) and Wiltond, W.—Woodell, 7-4, L.—R. Davis, 7-1). HRs.—Cleveland, Carter 2 (13), Thornton (33), California 100 800 809—1, 7 fizzes 500 901 302—4 18 0 Stewart and Scott, Feley (7): Staten, Curtis (7) and Norton, W.—Stewart, 7-14, L.—Staten, 7-16. 600 818 802 80-3 11 T 005 088 838 81-4 11 9

Cloncy, Key (8), Ausselman (8) and Sund-berg: Hass, Kern (9), Searge (8) and Whiti, Marilatz (9), W—Searge, 2-1, L—Musselman, 100 000 100 003-4 16 1

Major League Standings AMERICAN LEAGUE

Baseball

Chloose 900 081 080—1 7 2 Seattle 903 729 20x—7 13 9 Burns, Nelson (5), Agosto (7), Roberge (7) and Hill, Skinner (6); Moore, Best (6), Geisel (9) and Vaile, W.—Moore, 7-17, L.—Burns, 4-12. HR—Seattle, Bannell (8), NATIONAL LEAGUE
St.Logis 000 980 180 3—4 8 6
Chicago 800 180 000 6—1 3 3
Andular, Sutter (10) and Nieto, Brummer 000 988 168 3-4 8 8 800 180 800 8-1 3 2

Andukor, Sutter (10) and Nieto, Brummer (7). Porter (10): Trout, Bruestar (4). Stoddard (7). Frazier (8). Smith (9). Bordi (16) and Davis, Lake (9). W—Andular, 20-14. L—Bordi, 5-2. HR—Chicago, Durttom (23). New York 809 100 100—0 4 2 Maginesi Schirateli. Lynch (5). Gorman (8) and Glbbons: Hesketh and Carter. W—Hesketh. 2-2. L—Schirateli, 9-2. HR—Monireot, Orlessen (15).

(15). Son Dieso 900 911 305-4 8 1 Alicariar 900 961 905 925-2 7 2 Thurmond, Lefferts (6). Gossage (7). Dravecky (8) and Kennedy, Bachy (6): McAlurity, Dadmon (7). Brizzolary (8) and Benedict. W—Thurmond, 14-8. L—McMurity, 9-17. HR9—Attento, Murphy (36), Romirez (3).

110 810 218—6 13 8 \$11 \$00 100—3 12 1 28-11, L-Hurst, 12-12

Mew York 601 006 662— 3 5 1
Berenouer, Mason (7) and Castilla, Lowry
(7): Guidry, Christianes (6), Murray (9) and
Cerona, W-Berenouer, 11-18, L—Guidry, 1011, HRs—Detroil, Herndon (7), Parrish (33),

Minasolo 388 980 918—4 5 6 Geveland 981 982 918—4 5 6 Geveland 982 983 918—6 11 1 Butcher, Fison (7). Lysander (7) and Loudner: Heaten, Carnocho (3) and Willard, W—Heaten, 12-15, L—Butcher, 13-11, Kansas City 680 918 911—2 7 1 de Cokland 116 912 913—6 13 Å Konses City 908 016 901-2 7 1
Oakland 116 012 91x-4 12 9
Soberhosen, Gura (4). Beckwith (7), Huismann (8) and Wathen. Pulois (7): Codirol and Tehteron. W.-Codiroli, 6-4. L-Soberhosen, 16-11. HR-Konses City. Belboni (29).
Colifornia 101 000 225-4 16 1
Texts
Texts

Bannister, Reed (8) and Hill: Barolas, Gut-terman (6), Staddard (7), Mirabella (7), Vande Bars (8) and Kearney, Valle (6), W— Bannister, 14-11. L—Barolas, 9-7.

Cincianati 300 100 401 6 1
Cincianati 300 100 601-1 6 1
Niekro, LoCoss (5), Sombito (4), Sonith (6),
Coffoun (7) ont Ashby; Tibbs and Bilordello,
W-Tibbs, 6-2.1—Niekro, 16-12.HR—Houston,
Publ (9),
St.Louis 180 880 330—
Cox., Hope

Cox, Hagen (7), Hassler (7), Lishii (7) and Porfer; Eckersley, Parierson (6), Johnson (7), Smith (9) and Davis, W—Eckersley, 10-8, L—Cox, 9-11. L—Cox, 9-11.
Sas Francisco
100 809 100 60—3 10 0
Los Angeles
101 800 100 61—4 12 2
Rilley, Garretts (6), Kruikow (8), Williams
(10) and Brenty: Reuss, Howell (3), Niedentuer. 2-5. L—Williams, 9-4. HR—Son Francisco, Deer (3).

Men York Montroot 022 010 200-5 11 1 200 000 002-4 10 0 Terrell Lynch (9) and Stearns; Smith, Gre-penthin (3), Barsor (5), St. Cidre (7), W— Terrell, 11-12, L—Smith, 12-13, HR—New York, Strawberry (24).

Selected U.S. College Results Louisions Tech 17, N. Texas St. 12 Maryland 38, Wake Forest 17 Memphis St. 22, S. Mississippi 13

Hofstra 14, Cathelic U. 13 Holy Crass 24, Horvard 14 ithoca 37, Alfred 0 Lafayette 23, Columbia 14 MOSsochusetts 3. Northeostern 8 New Homestire 38. Dortm Norwich 49, Coast Guard 6 Penn 19. Davidson 14 Princeton 20. Bucknelj 14 Sworthmore 41, Ursing Syracuse 17, Nebroska Teoris 28, Penn St. 3 Trinity 55, Bates 21

W. Virginia 25, Pilisburgh 10 Florido St. 44, Temple 27

Wesleyan 23, Mid

Tennis

Davis Cup

MCERros and Peter Fleming del. Mark Ed-Swaden & Czachoslovokie 8 Stefan Edberg and Anders Jerryd del. Po-vel Sigzil and Temas Smid, 2-4,5-7,6-1, 10-4,6-2

RELEGATION del. Michael Mortenzen und Peter Basilan-sen, Denmark, 64, 7-5, 6-4, resten, Desmork, 42, 63, 164.
Peter Bostlönsen, Denmork, Soshi Manon, India, 60, 44, 61.

Milinao Nastase and Adrian Drizu, 6-3, 6-1, 6-4. Hans Schwaler def, Andrei Dirzu, 9-7, 7-5. Mich. Westohal def, Adrian Marcu, 6-0, 8-6. ZONAL FINALS

tera. Spain, 62 3-6 6-3, 10-8.

9057, 63, 64, 62

hez and Casoli det. Taraczy and KISL 11-9, 64, 64 Cool def. Toroczy, 63, 9-7, 6-4, Apullero def. Kiss. 10-8, 6-4.

Brazil, 4-2, 6-4, d-2, Pedro Rebolledo, Chite vor, Brazil, 7-5, 7-5, 6-2. ndo Acuna and Alvare Fillel, Chile. 6-1, 9-7.

In the American League, in

tive victory, and Cesar Cedeno pro-pinch single in the seventh to give duced a single in a three-run first to the Indians a 6-4 friumph over lead the Reds over Houston, 4-1. Minnesota

tie-breaking run in the eighth to give the Red Sox a 5-4 victory over major-league complete game as the corded his sixth complete game and with the bases loaded scored Willie Upshaw, edging Milwaukee for the Blue Jays, 5-4.

hit a two-run home run, and Ray In Oakland, California, Chris tying him with Smokey Burgess for Knight went 4-for-4 to lead New Codiroli struck out three and the White Sox record.

Tigers 11, Yankees 3

In Seattle, Harold Baines drove in two runs and Jerry Hairston scored three times to lead Chicago past the Mariners, 6-2. Hairston collected his 50th career pinch hit,



' . . . I'm glad we won early.'

John McEnroe

Football

Alomi 38, Rice 3

Mississippi 16, Tulgne 14 N, Carolina 2), Kenses 17 N, Carolina St. 31, E. Carolina 22

S. Carolina 17. Seorola 10 Vanderbiit 30, Alaboma 21 Virginia 26, Virginia Tech 23 William & Mary 20, Jones M

Boll St. 15, N. Illinols 14 Bowling Green 25, E. Michigon 27 Cent. Michigon 14, Kent St. 19 Centson 28, Onto Weslyn 9 Illinols St. 28, Drobe 9

Indiana St. 27, Cent. Missouri J

Indiana St. 27, Centi, Missouri 3 lawa 21, Itilinais 16 lawa 31, 14 W. Taxos St. 0 Michigan 14, Indiana 6 M. Dataka 23, M. Coloroda 7 N. Iowa 30, W. Illinais 17 Nishra Dame 16, Missouri 14 Ohio U. 16, Toledo 16 Ohio St. 35, Minnesaha 22 Purdue 13, Minnesaha 21 Purdue 13, Minnesaha 21 St. Illinais 27, SE Missouri 16 SW Missouri 37, NE Missouri 26 W. Michigan 42, Marshall 7 Wiscansin 31, Northwestern 16 SOUTHWIST

SW Texas St. 39, Cent. Flo

Texas Acid 22, Arkonsus St. 21
Texas Acid 22, Arkonsus St. 21
Texas Acid 17, Texas Southern 12

FAR WEST Air Force 52 Colorado 51, 10

Arizono 31, Long Beach St, 24 Arizono St. 28, Signford 10

Presso St. St. New Modes St. 2 Fullerton St. 22, Urgh St. 26 Idoho St. 22, Montono St. 4 LSU 23, Southern Col 3 Nevada-Reno I7, N. Arizana 20

Oregen 30, Pacific U. 14
Son Jose St. 32, Cellfernia 18
UCLA 33, Calerado 16
Washington St. Micani (Ohje) 7

Weber St. 47. Montane 14

CFL Standings

EAST
Amherst 43. Bowdoin 6
Army 13, Duke 9
Boston U. 27, Maine 10
Buffolo 6. Buffolo 51, 2
Coloate 35, Cornell 7
Connecticul 20, Yale 0
Franklin & Marshell 59, Georgeto
Geffysburg 23, Johns Hopkins 16
Hamilton 14, Williams 11
Hobart 21, St. Lewrence 13
Hofstra 14, Catholic U, 13

Auburn 29, Tennessee 10 E. Tennessee 51, 1è, Chadel è Florido 27, Miselssippi St. 12 Florido ASIM 42, Kentucky St. 14

WORLD GROUP SEMIFINALS United States 3, Australia 0 John McEnroe del, Pat Cosh, Australia, 6-3.

Mats Wilander dei, Ivan Ledi, 53, 44, 62. Renrik Sundstrom dei. Tomas Smid, 64, 64.

Yugoslovia 4. Britala 1 Slobadon Zivailnovic, Yugoslovia. Sendent Jurianie & S. S. Sandanie, Granden Stock, Britalia, S. & S. & 6.2.

Marco Ostola, Yusoslavia, def. John Lloyd, Britalia, 64, 1-4,

ss Taroczy, Hungary, del, Juan Agul-

RELEGATION I India 4, Despert 1
Viloy Amritroj and Amand Amritroj, India 1d. Michael Martensan and Peter Basilianten, Desmark 4, 7-5, 6-4, Romesh Kristen, India dei, Michael MarRomesh Kristen, India dei, Michael Mar-

5 6 1 293 304 4 8 0 264 394 3 8 1 256 369 WESTERN DIVISION Sov and Serp Learning 24, 9-11, 6-4, 6-1.
American Zone
Chile 2, Brack 1 9 2 1 425 229 9 3 0 320 227 Lette 2, Brack 1
Brit Cimb 9 3 0 3
L 6-2.
L 6-2.
Lete, Chile, det. Marcos Hoto3 7-5, 6-2.
LOYT ONG MARKS, Brazzil, def. RiBritish Columbia 34. Edmor

BASEBALL American League

American Lagge
BALTIMORE—Amounced it will not offer
1983 contracts to Al Burshry and Berary Avalo,
outfleiders; Ken Singleton, designated hitter,
and Tom Underwood, eliciter.
AllLWAUKEE—Announced that the contracts of etiching couch Pat Dobson and first
base couch Tom Trebelhort will not be re-

TORONTO-Amnounced that Robby Cov.

Notices League
ATLANTA—Announced the retirement of
Sob Watson, first baseman, effective of the

Mathesal Besterball Association
GOLDEN STATE—Reached conserved on
a one-year contract with Sleve Burtt, suard.
Slened Lemma Remar and Edmund Sherod,
spards, and Joe Cooper, center, to one-year
contracts. BASKETBALL MAINTE-Traded Marques Johnson

MILWAUKEE—Traded Marques Johrson and Junior Bridgerson, forwords, and Harvey Catchings, center, to the L.A. Cilosers for Terry Cumminus, forward, and Craig Hodges and Rickey Plance, sucrets.

NEW JERSEY—Signed Sieve Hayes, cen-SOUTHWEST
Arkansas 33, Novy 10
Baylor 18, Texos Tech 9
New Mexico 34, Texos-El Poso 7
Oklahoma 24, Kansas St. 6
Oklahoma 84, 31, Tulso 7
Southern Meth. 25, Texos Christian 17
SW Taxon 31 at Carl Electrician Siephen F.Austin 37, Abilene Christian

egux 16; Nontes 15; Autorite 13; Nancy, Bostia 12; Monaco, Lavol. S.G. 7; Sirusbourg, Sochoux, Brest, Toulon 8; Lilie, Rouen, Morsellie 7; Tours 5.

Transition

PHILADELPHIA—Signed Leon Wood, yuard, to a multivear cartract.

PORTLAND—Acquired Eddle Jordan, yuard, from the LA Lakers for a 1985 thirdround draft choice, conting ound draft choice, contingent on Jordan's till being on the Portland rester Dec. 15. Extended the contract of Kenny Carr, forward, for two years.

WASHINGTON BULLETS—Signed Tem

Piotrowski, center. FOOTBALL FOOTBALL
National Featball League
CHICAGO—Placed Mitch Krank, fight and,
an the Injured reserve list. Activated Put
Duramore, fight and. CLEVELAND-Activated Dwight Walker,

CLEVELAND—Activated Dwight Walker, wide receiver.

DALLAS—Activated SIII Bates, safety. Placed John Hunt, guard, on injured reserve. MIAAU—Activated A.J. Dube, linebacker; Steve Clark, ditensive internat, and Futton Walker, defensive back. Released Fernanze Burgess, wide receiver.

ANNNESOTA—Activated Audit Biolir, linebacker, and Neil Eishire, defensive and.

N.Y. JETS—Activated Bob Crable, linebacker.

ST. LOUIS—Placed Cedric Mack, wide reelver-comerback, on injured reserve. Reac-trated BJII Whitaker, linebacker, and Quen-in Walker, wide receiver.

TAMPA SAY—Cloimed Leon Bright, run HOCKEY National Hackey League
LEAGUE—Announced that Wally Weir of
the Guebec Nordiques will be suspended for
three games, effective Oct. 17, as the result of a

match penalty during an exhibition gan irade.
ANNESOTA—Reassigned Jim Ma

AAINNESOTA—Reasslaned Jim Malwitz, Bob Laitze, Tim Trimper, Tim Coults, Bob Bodok, Dan Petter, Bill Stewert and Terry Toll, terwards, and Chris Pryer, defensement, in Springfledt of the American Hockey League, Rehurned Dan Biggs and Gary McColgan, forwards, to junior hackey.

NEW JERSEY—Sisned Jon Ludvis, left wing; Tim Higgins, right wing, and Dave Lewis, defensement, to multiveer contracts.

PITTSBURGH—Assigned Tray Laney and Dean De-Facia, left wings; Aktich Lamoureux, conter; Grant Sosser, right wing, and Phil center: Grant Sosser, right wins, and Phill Bourque, detensionan, to Boltimore of the American Hockey League.

QUEBEC—Sent Jim Dobgon, left winger, to Fredericton of the American Hockey 1,80gue. Returned Trever Steinburg. Jeff Brown and Wayne Groutx to their lunior teams. ST. LOUIS—Assigned Rendy Wisson, John Geodwin and Doug Evans, lorvards, to Peo-ric of the International Hockey League. Re-turned Doulel Jermehe, Mark Dupols and Clift Ranning, forwards, and Robert Dirk, defense-men. In Junior better. tivehed Bill Winterer, International Tributed Bill Winterer, International State of the Comment of the Comment

Soccer

European First Division

Norries 2, Lens 0
Brest 0, Metz 1
Ports 3,G. D. Auxerre 0
Bootleaux 2, Tours 1
Bostics 1, Metraelite 8
Monaco 8, Loud 0
Toulouse 2, Strasboure 1
Nancy 4, R.C. Paris 0
1 Jills 8, Periss 0 Lille 6, Rouen 6 Toulon 1, Socheux 0 Point Standings: Boro ENGLAND Chelses 3. Leicer 3 Coventry 1. Arsand 2 Inswich 3. Aston Villo 0 Liverpool & Sheffleid Wedn Navoustic 1, West Horn 1

Newcastle 1, West Horn 1
Nottingham Forest 2, Nervich 1
Southampton 1, Queens Pork Rangers 1
Stake 2, Sunderland 2
Tottenham 4, Luton 2
West Brom Albien 1, Manchester United 2
Petst Standings: Tottenham, Nettingham

Rangers, Liverpool, Sunderland, Aston Villa 10; Norwich, Leicesler 9; West Bromwich Al-blan 9; Southermaton 7; Luten, Stake 6; Coven-

WEST GERMANY SV Hamburg 3, FC Kalserslautern 2 Fortung Duesseldorf 3, Werder Bremen 2 Woldhof Monnhelm 2, Bayer Lerdingen 1 VFL Sochum 8, Bayer Leverkusen 8 VFL Bocham 9, Bayer Leverkusen 9
Berussia Mönchengiadboch 3, Karlsruhe 3
PC Colone 6, Berussia Dorfmand 1
Schatte 64 3, Einfracht Brunswick 2
Eintracht Frankfurt 3, Arminio Bletefeld 9
Peint Standings: Bayern Munich 12, Borussia Mönchengiadboch. SV Hamburg 8; Werder Bremen, FC Kolserslautern, Weldhof Manntein, Eintracht Frankfurt, Bayer Leverkusen 7; Bayer Verdingen, Fortuna Duesseldort, Schalle 04, Karlsruher 5; FC Colone, VFL, Bochum 5; VFB Stuttoort 4; Arminia Bletefeld 3; Borussia Dortmund, Eintracht Brunswick 2.

Afoloniu O. Romo O Avellino O Juvenius O Como O. Florentino O Lozio 1, Inter 1

Ham 12; Ipswich, Newcostie 11; Queens Park
Rimbers, Liverpool, Sunderland, Aston Villa
19; Norwich, Leicester 9; West Bromwich, AlJuventus, Torino, Inter, Allian, Florentina 4,
Juventus, Florentina 4,
Juvent

World Cup Qualifying

EUROPEAN GROUP FOUR (in Belgrade) Bulgaria (i. Yugoslavia (i FIRST-ROUND QUALIFIERS

NASL Playoffs (Best-of-firee)

Sept. 18: Vancouver 1, Chicago 0 (2011 Sept. 23: Chicago 3, Vancouver 1 Sept. 28: Chicago 4, Vancouver 3 Sept. 18: Toronto 2. Son Diego 1 Sept. 21: Toronto 1, Son Diego 0

FINALS

Oct. 1: Toronto at Chicago Oct. 3: Chicago at Toronto Oct. 7: Toronto at Chicago.

'Doonesbury': Michael, Zonker, Uncle Duke et al Are Back

УЕДН. УЕДН.

I DON'T

BELIEVETHIST

YOU HAD

MONTHS TO

OKAY, LET'S

Compiled by Our Staff From Departu AFTER a 20-month hiatus, "Doonesbury" has returned.
As a more mature Michael Doonesbury, Joanie Cancus, Zonker et al emerge, their maker, Garry Trudeau, has blossomed accordingly.

He has transformed his Pulitzer Prize-winning comic strip into a Broadway musical and become the father of twins. Just what Trudeau thinks of all this hoopla surrounding his Second Coming, he won't tell. He rarely gives interviews. "Garry thinks whatever he has to say is said in the strip,"

said Lee Salem, the editorial director of Universal Press Syndicate, the distributors of "Doonesbury." "Anything else is private or personal and he doesn't want to get into that aspect of his life. It's a longstanding position of his."

On the flip side of Trudeau's reclusive nature, his wife,

Jane Pauley, spends her days chatting to millions as coanchor of NBC-TV's "Today" show. Their twins, a boy and a girl, were born in December. Since the strip's debut in 28 newspapers in October 1970,

former U. S. President Gerald R. Ford once said: "There are only three major vehicles to keep us informed as to what's going on in Washington: the electronic media, the print media and 'Doones-

bury' - not necessarily in that When Trudeau went on a sabbatical in January 1983 to give his collegiate characters "\$20 haircuts. graduate them and move them out into the larger world of grown-up concerns," his strip was carried by 729 newspapers. That figure has mushroomed to 748, and "as many as 90 million people will read it every day," Salem esti-

"I think there's a lot of interest in what he's going to do," Salem said. "A lot of papers that might not have taken it are because of the publicity attached."

Garry works on a 10-day deadline, and anyone who says anything about it in house will lose their head," Victoria Houston, a spokeswoman at Universal,

Salem explained that "a lot of it is so much dependent on the

"So he's waiting until the very last minute. Who could have predicted a woman as vice presidential candidate? She [Geraldine A. Ferraro] is certainly eligible for the strip.

The last newspaper strip showed a Western set and props being dismantled from a White House setting. A voice said: "Oh, boy, a vacation Another voice said: "No. not

When it comes to specifics on the new "Doonesbury," Univer-

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IN ACIA AND PACIFIC



B. D.'s football career has

wedged him into the big leagues, the Los Angeles Rams. He got there via brief stints with the Dallas Cowboys, then the Tampa Bay Buccaneers. Gaining notoriety was no problem for B. D. — he made the worst fumble in Rams history leading to a 98-yard runback by the opposing team.

His lady love, Boopsie, is promoting herself as an actress in Hollywood. Last year she ap-peared as Third Girl in Shower in 'Porky's II," and now she is sweating over a new project - an aerobics video benefiting Malibu mud-slide victims.

Uncle Duke is back as the president of Baby Doc College of Physicians in Haiti, where he announced the creation of a special center for the study of voodoo. Will Zonker be a doctor in the house? He has filled out an application to Duke's medical school.

As American readers and those in Saudi Arabia, France, Australia and Britain, where the strip also runs, awaited "Doonesbury," other fans are feeling positively glum. Two dozen newspapers that used to feature "Doonesbury" dropped it when Trudeau and Universal wouldn't budge on new size requirements.

"The industry requirements shifted to a new size. We refused

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A risk Universal Press doesn't seems to be worried about

CUE THE

PHONE!

"Some creators hit a level and they just stay there," John McMeel, Universal's president, said. "Garry just continues to grow. He started out with his characters on a college campus and graduated into an international scene. His vision is remark-

able. I can't see it ending."

Garretson Beekman Trudeau
drew his first comic strip at Yale University in 1966. The first installments of "Bull Tales," the forebear of "Doonesbury," appeared in 1968. The panels laughed at mixers and campus revolutionaries and the football exploits of Yale's star quarterback, Brian Dowling - the model for B. D.

When he graduated, the newly formed Universal Press offered Trudeau a 12-year contract. He changed the title from "Bull Tales" to "Doonesbury" after his Yale roommate. Charles Pillsbury, and a prep school term for a

loony — "doone. Over the years, he has some-times left the United States's movers and shakers bristling with his brash attacks.

In the 1980 presidential election, several newspapers wouldn't print panels Trudeau had drawn of a cartoon trip to the "mysterious world of Ronald Reagan's The story line had the dim-wit-

ted TV news reporter, Roland Hedley 3d, leading viewers through the president's "memory vault," a "storehouse of images of

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an idyllic America, with 5-cent Cokes, Burma Shave signs and hard-working white people."

ring!

RING!

ACTION!

In fact, just about all of the powers and pawns of the political world Trudeau skewered in the strip's first 12 years are candidates for his pen, ink and parody. But no matter, most politicos love

"Life without 'Doonesbury' has meant far more than life without a morning laugh," said Sena-tor Edward M. Kennedy, a Massachusetts Democrat. "His return makes our national sense of humor whole again."

Former President Jimmy Carter flashed the famous toothy

smile to show his delight that Trudeau would return. "I'm very hap-py about it," he said. "I really ssed it a lot."

When Carter was in office, he was a frequent larget in the newspaper strip. "He parodied some of my cherished techniques in responding to abusive news reporters' questions." Carter said. "I thought I was getting away with it because the Washington press corps didn't pick up on it. But Garry did."

Former Representative Millicent H. Fenwick, Republican of New Jersey, was immortalized by Trudeau in the pen-and-ink persona of Lacey Davenport, the intrepid and unassuming member of Congress whose nose was turned up in permanent noblesse

"We're all comics. It's just that we don't recognize it," Fenwick said on a recent visit to the United

States from Rome, where she is working with the United Nations

JUST LUCINDERING

IF THERE WAS

ANYTHING I

COULD DO 70

60D?

THE GOD?

on world hunger "I don't think Lacey will ever come back because I think he's interested in the political scene in Washington and I'm no longer a part of it."

Trudeau's latest venture is "Rap Master Ronnie," a cabaret revue of saturical songs that he has written with the composer Elizabeth Swados, who collaborated with him for last year's musical

"From the point of view of someone who makes his living at it, there's been a dangerous development in satire in the last 10 years in that it has become unreenting in its hipness and its scorched-earth mentality," deau observed recently. "When there's no moral component. nothing of value is left standing. That's one thing we hope we've overcome in this revue.

"Rap Master Ronnie," offered Trudeau and Swados greater freedom than "Doonesbury," since they didn't have to write for characters about whom people had pre-conceived notions. But if the show's playful title suggests a light topical spoof, both Trudeau and Swados see the revue as a serious political endeavor that has involved much soul-searching.

"The characters of Ronald and Nancy Reagan are used very spar-ingly," Trudeau emphasized. "We wanted to avoid a skitlike quality. It's not 'The First Family Rides Again.' These characters have counterparts in the real world."

LANGUAGE

Seats on the Zoo Plane

By William Safire Washington — There are

It was the presidential campaign of 1968 and, aboard Richard Nixon's plane, press aide Ronald Zeigler criticized a reporter who had written a piece criticizing the candidate. Zeigler joked, "You'll never get off the zoo plane after

Five years later, the phrase appeared in print: Jules Witcover, writing in The Washington Post of a Republican with reporter's credentials aboard the Democrats' campaign plane, defined the term: She was shunted to the 200 plane - the No. 2 plane in the McGovern entourage.

"It was so named by reporters because it mostly carried television cameramen and technicians - 'the animals' in the quasi-affectionate, quasi-snobbish parlance of political campaigns."

The phrase remains with us, burrowing deeper into the politicaljournalistic lingo. I asked my New York Times colleague Steven R. Weisman if the writing press really dumped this way on the photographic press.

His answer: "The lighting, camera and sound operators work the longest hours of anyone. Generally, they have the most reason to carry on at the end of the day on their plane: throwing food, drinking, partying, etc. Hence their nicknames as animals or even as The Visigoths of The Goths. (Honest.)"

The origin of animals? "It would seem to go back to fraternity talk," speculates Weisman, "as in 'Animal House."

"An animal," he continues, "is fraternity lingo for 'happy-go-lucky slob.' And where do animals live? Sample phrase: This place is like a zoo.

Time's account of the press's cross-flagellation went on: "Life on a campaign plane can lead to a curious sociological hierarchy. which ranges from the big feet, top national correspondents who come aboard for a few days and figuratively step on the toes of regular reporters, to the roaches, local smen who travel only on one

leg of a trip."

The origin of Big Foot: When Hedrick Smith of The New York Times, with his foot in a cast, joined the press plane in the 1980

campaign, his Times colleague on the regular beat, Drummond Ayres, good-humoredly dubbed him that.

But roaches is mean. Dave Beck. with the Time magazine reporter who first caught the term being used, says the term is not as pejora. tive as it sounds: "Say you're on a plane, an intrastate flight from one part of Illinois to another, and all of the Chicago reporters fill up the seats on the flight; then you might hear the word roaches to describe them. I think it's fairly new,"

1 HE appearance of a serious new dictionary is always good news. Webster's II New Riverside University Dictionary is an unwieldy name for the latest lexico. graphical effort of Houghton Miff-lin, but some of senior editor Anne Soukhanov's short essays on erymology have the light touch of original scholarship: Under desperado for example, we find that 16th-century Spain had a powerful influence on English life and language The -ado suffix "was added to words that were not borrowed from Spanish to form words that did not exist in Spanish." "Desperado," the entry continues, "is simply a refashioning of the English word desperate." Spanish-influenced words with the -ado ending include brana do and tornado.

Bluestocking is a "pedantic woman" (not to be confused with blue nose, which is found in the super-Merriam-Webster's Ninth Collegiate, to mean "one who advocates a rigorous moral code," and which most of us would call a "prude" or, as the Riverside says, "a puritament person").

The Riverside word history: "The term bluestocking seems always to have been one of contempt and derision, for it originally signified one who was informally and unfashionably dressed in blue worsted rather than black silk stockings." Bluestocking Societies were female literary clubs of 18th-century London, scorned by idler ladies. "Since the literary gatherings were organized and attended primarily by women, the term bluestocking was transferred, speer and all, to any woman with pretensions or aspirations to literature and learn-

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sal Press is evasive. But the plot resumes in the same setting it left on a White House stage.

Trudeau revealed recently in Life magazine that the character profiles go something like this: Michael Doonesbury has joined a large Manhattan advertising agency after dropping out of business school halfway through his first year. And he has proposed marriage to Joanie Caucus Jr., who counterproposed by suggest-ing a six-month trial period of cohabitation.

It worked Michael and Joanie, who has started a career in the plastic arts, were married on the back porch of Walden.

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to change," Salem said. "We realized we'd get some negative reacfore the U.S. national election. tion. It was a calculated risk."

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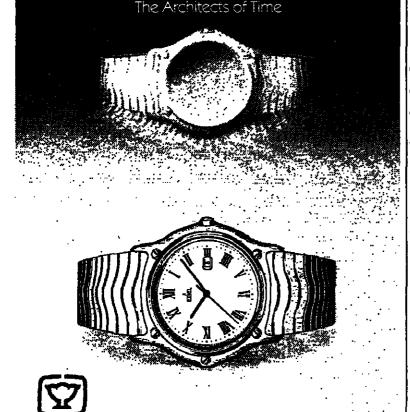
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